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Reserve **INFORMATION PROGRAM**

Food Fights for Freedom



*Prepared by the Office of
Program Coordination, Office
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in cooperation with the War
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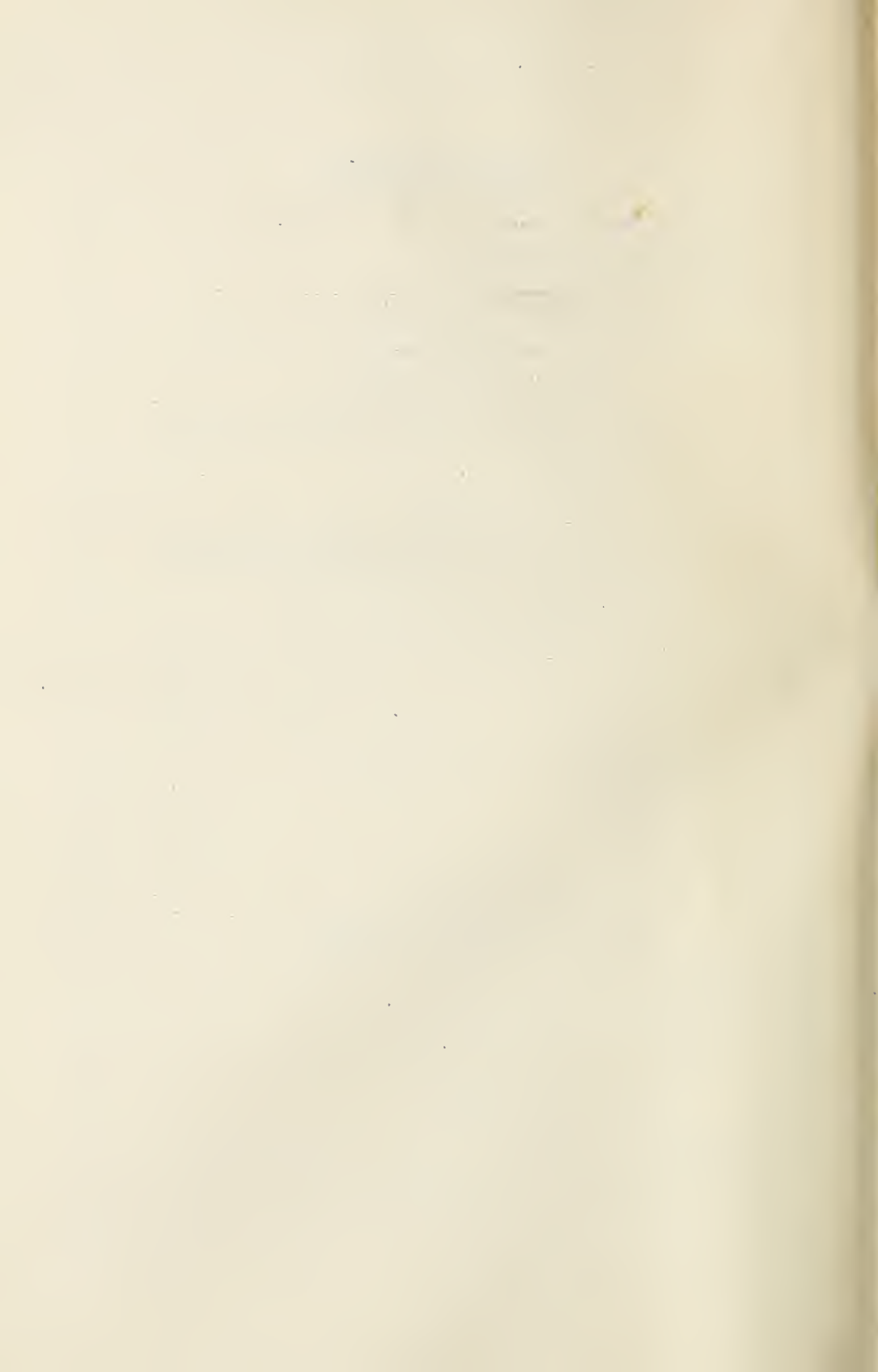
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TABLE OF CONTENTS

	Page
INTRODUCTION. THE PROBLEM.....	1
These are Government jobs.....	1
But the citizen has a mighty role.....	2
SECTION I. THE SOLUTION.....	4
A. Informing the public on wartime food facts.....	4
1. The facts about the amount of food we are producing.....	4
Misconceptions about surpluses.....	5
The belief that food just happens.....	5
The record of the farmer in this war.....	6
The prospects for increased food production.....	7
2. The facts about the amount of food that is being used for war purposes.....	9
a. The needs of our armed forces.....	9
b. The needs of lend-lease.....	11
c. The use of food to feed the liberated peoples.....	14
d. The demand for food in normal United States trade.....	18
3. The facts on how increased purchasing power affects our food supply.....	18
4. The facts on how our food supply is allocated.....	20
5. The facts about the relation of rationing and price control to our food supply.....	21
6. The facts about the amount of American food wasted every year.....	24
7. The reasons why adjustments have become a wartime necessity.....	26
B. Informing our people as to the needed actions.....	27
1. Produce.....	27
2. Conserve.....	27
3. Preserve.....	28
4. Share.....	28
5. Eat the right foods.....	28
6. Substitute plentiful for scarce.....	29
7. Help keep food costs down.....	29
8. Participate in community food projects.....	29
9. Place the war first and expect to adjust.....	30
SECTION II. THE PLAN.....	32
The need for a long-range program.....	32
The importance of community action.....	32
No rigid plan to follow.....	32
Three basic elements for constant use.....	33
1. The program emblem and theme.....	33
2. The Four "Guides" to action.....	33
3. The food allocation chart.....	35
Food for Freedom Month.....	36
SECTION III. THE RELATION OF THIS PROGRAM TO EXISTING PROGRAMS.....	37
SECTION IV. THE INFORMATION OBJECTIVES.....	39
A. Understanding.....	39
B. Action.....	40
SECTION V. PROGRAM SOURCE MATERIAL.....	43



FOOD FIGHTS FOR FREEDOM

INTRODUCTION—THE PROBLEM

In 1943 for the seventh consecutive year, American farmers are setting a new food production record.

Nevertheless, there is not enough food in total to satisfy all the demands, and there are definite shortages of a number of our favorite foods.

The reason for this is that the demand for food, both for civilian and war purposes, has grown even faster than the supply.

The above is a brief statement of fact to be faced realistically.

At the same time America's food supply represents perhaps the greatest single potential weapon of war in our fight against the Axis.

Our food can shorten the war . . . save American lives . . . help write the peace . . . if we can use it not only to feed our civilians and our armed forces, but to meet the needs of our fighting allies—and to help feed the peoples of Europe as they are liberated from the Axis yoke.

All of this presents one of the most important problems of this war.

What can we do about food at home to continue to provide our people with enough food to meet the basic requirements of good health and sound nutrition and still meet the most essential demands for food for war purposes—demands which are bound to increase as new countries are freed from the Axis yoke and victory draws nearer?

In other words, how can we make our "food fight for freedom" at home and throughout the world?

Successful accomplishment calls for (1) careful planning and decisive action on the part of our Government and (2) wholehearted adjustment and cooperation on the part of every citizen.

These are Government's jobs.—Government must advise farmers concerning the kinds and amounts of foods needed, and it must provide all possible help in the way of tools to do the job.

It must help shorten the war by supplying our armed forces with the food they need—by building vital food reserves to meet every contingency of aggressive war tactics.

It must see to it that our food supply is allocated properly and fairly—that enough food is made available to our civilians to main-

tain health, morale, and production and that efficient distribution machinery is maintained so that every family is given an opportunity to get a fair share of the food—not as much as they'd like, perhaps, but enough if used carefully and wisely.

It must see to it that food is made available to our allies to help them maintain the “fighting edge” that makes them strong allies.

It must see to it that proper plans are prepared to feed the liberated peoples of countries released from the Axis by the United Nations—people who will become active allies added to our armies.

Government must see to it that plans are set up and steps taken to use food strategically to help “win the peace.”

But the citizen has a mighty role.—But when it comes to food there are other tasks—gigantic tasks—that depend for successful execution on one individual. That individual is the American citizen who, multiplied by 130 million, can become a mighty force in making “food fight for freedom.” To do his part, he can—

1. Produce more food of the right kinds.
2. Conserve food, avoid waste.
3. Preserve fresh and perishable foods.
4. Turn food into effective working power by eating the right foods every day for health.
5. Adjust his diet to the food available by substituting plentiful for scarce foods.
6. Play fair in buying food—share it cheerfully and fairly through rationing.
7. Help keep food costs down—by paying no more than top legal prices.
8. Participate in community food projects, and inspire friends and neighbors to do the same.
9. Place the war first and expect to adjust to wartime and post-war conditions.

Today, 50,000,000 Americans are buying War bonds willingly and cheerfully. They respect the fact that their money will be used to buy the tanks and planes, ships and guns needed to win the war.

Most of our 25,000,000 car owners have come to realize the need for caring for their tires. They now understand how desperately rubber is needed to win the war and respect it as a weapon of war.

Forty million workers, including millions of women who have never done manual work before, are working long hours forging weapons of war—keeping the home front strong. They have a new and deep respect for the tools and machines they use to do the job.

Every month American homemakers are saving and turning in some 8 million pounds of waste fat. They know it is needed in

the manufacture of ammunitions and explosives, and so respect it as a weapon of war.

This spirit can be mobilized for the effective use of food. A new respect can be engendered for food in wartime. Properly informed, every citizen will learn to think of food not just as a means of selfish satisfaction, but as a crucial, vital war material. In our hearts we can learn to rank food in importance with bonds, machine tools, rubber, waste fat—with guns, tanks, ships, planes.

For food—American food—can be the deadliest weapon of all. It may save thousands of American lives. The course and length of the war may depend on how successfully we produce it—how willingly and widely we share it—how carefully we save it—how wisely we use it.

SECTION I. THE SOLUTION

Successful mobilization of civilian power to make "food fight for freedom" depends upon (A) helping the average citizen understand the facts about our food supply and its war use and (B) informing him about the voluntary actions needed.

Without understanding the fundamental facts about our food, citizens cannot be expected to appreciate and respect the crucial importance of food in wartime. With such understanding, barriers that stand in the way of much-needed action can be swept away.

A. INFORMING THE PUBLIC ON IMPORTANT WARTIME FOOD FACTS

What every American should know about food.—To give Americans proper knowledge about food in wartime and to correct possible misconceptions, the following facts need a thorough explanation:

1. The facts about the amount of food that America has been and is producing.
2. The facts about the amount of food that is being used for war purposes.
3. The facts on how increased purchasing power affects the distribution of our food supply.
4. The facts on how America's food supply is allocated between all claimants for our food, including our civilian population.
5. The facts about the relation of rationing and price control to the distribution of our food supply.
6. The facts about the amount of food that is wasted every year.
7. The reasons why adjustments pertaining to food have now become a wartime necessity.

The need for the various actions that the public is being and will be asked to take on food will be far more apparent once all these facts are clearly understood.

A. The Facts About the Amount of Food We Are Producing

For years America has been said to be a land of milk and honey. And the belief that we produce large surpluses of food far beyond our ability to consume them, has flourished.

Nothing could be further from the truth. It is estimated by reliable nutrition authorities that for years at least one-third of our popula-

tion has been undernourished—because of poor food habits or lack of cash to buy the food they needed and wanted.

A special study covering the years 1936–40 showed that to provide a good diet for all the people in America would have required 76 percent more milk, 119 percent more leafy green and yellow vegetables, 26 percent more tomatoes and citrus fruits.

Nor has America been producing huge or even large surpluses for export.

Misconceptions about surpluses.—In the 1920's and 1930's we exported on the average only about as much food as we imported—some years a little more, others a little less.

Before the war, the chief farm products we shipped abroad were wheat, cotton, tobacco, pork, and lard. Our main imports were things like coffee and sugar which we did not produce in sufficient amount at home.

The two basic reasons why our food production was limited for many years before the war were:

1. The purchasing power of our people was not high enough to enable them to buy all the food they actually needed.
2. There was a declining market abroad for American food-stuffs.

Thus, prior to this war, there were limits on the amount of food for which our farmers could find a ready market, either at home or abroad. Producing surpluses would only mean lowered prices, driving many farmers out of business.

During the 1930's crop acreage was somewhat less than in the 1920's. Some of this was due to shrinking export markets. Some was due to the severe droughts in 1934 and 1936 when acreage harvested was lowest. But in spite of slightly lower acreage in the 1930's yields per acre have gone up enough to produce more food—record amounts for each of the past 6 years.

To be exact, the acreage harvested on the average during the 10 years 1933 through 1942, was 7 percent below the average for the previous 10 years, but total food production has increased steadily for 7 consecutive years, advancing 35 percent from 1935 to 1942.

Furthermore, production became more efficient as a result of growing more on fewer acres, putting more land into soil-improving grasses and legumes, and carrying out many conservation practices like terracing and plowing on the contour (across the slope instead of up and down hill). The resulting soil improvement was one of the big reasons for the record food output of recent years.

The belief that food just happens.—Because for so many years we have taken food for granted, some of us have come to believe that it will always be there—if we want it and have the price.

Such a belief simply is not so—in peace or in war.

Food can be produced properly only by careful thought and advance planning. By sound price policies and adjustments. By the decisions of millions of farmers on planting, breeding, and feeding schedules on their farms. By practical utilization of soil and rotation of crops. By back-breaking toil and sweat. By long hours every day of the week. By proper balance of manpower—fertilizer—seed and machinery. By constant care—adequate harvesting—proper transportation and distribution.

Not just one or two but all of these factors—plus many more—must be considered. Then and only then can food of the right amount and right kind “happen.” Provided, of course, that the weather is good—that the rains are adequate—that the temperature and sun are reasonably normal, and that insects can be kept under control.

Long before the next year, plans must be laid as to what our food requirements will be for that year—how much of what kinds of foods are necessary and how to produce them best—how to utilize land to the fullest—how to use manpower most effectively. Then crop by crop, State by State, county by county, and later farm by farm, production schedules will be set.

The production record of the farmer in this war.—It is difficult to realize the tremendous food production job our farmers have accomplished in the past few years. They set a new record for food output in 1937, and every year since then they have pushed it higher and higher. In 1942 they produced 26 percent more food than the 5-year average before the war.

As shown by the figures below, wartime food production has increased at a far faster rate during this war than in the First World War.

Year:	<i>Total food production</i> ¹	Year:	<i>Total food production</i>
1914.....	81	1929.....	97
1915.....	84	1930.....	98
1916.....	81	1931.....	100
1917.....	82	1932.....	96
1918.....	90	1933.....	97
1919.....	90	1934.....	100
1920.....	87	1935.....	93
1921.....	84	1936.....	97
1922.....	92	1937.....	101
1923.....	95	1938.....	103
1924.....	97	1939.....	106
1925.....	93	1940.....	111
1926.....	97	1941.....	115
1927.....	97	1942.....	126
1928.....	100	1943.....	(preliminary) 131

¹ Index numbers: 1935–39 equals 100.

By the fourth year of this war (1942), food production was up 19 percent while in the fourth year of the last war food output was only 1.2 percent higher.

The magnitude of the original food production goals set for this year (1943) is enough to stagger the imagination. Here are some of the quantities Uncle Sam has asked our farmers to send to market:

- 57 billion eggs (includes non-farm).
- 57 billion quarts of milk.
- 30 million cattle and calves.
- 24 million sheep and lambs.
- 4 billion pounds of chicken, dressed weight.
- 13.8 billion pounds of pork, dressed weight.
- 3 billion pounds of lard.
- 3.7 billion pounds of peanuts.

To a true appreciation of our food supply, facts like these are vital. They help us realize the production demands already imposed on our farmers and farm lands, which constitute the biggest war plant in the world—more than 350 million acres (a billion acres if pasture lands are included).

Assuming average yields and a continuation of the present trend in livestock production, the production of food for human consumption in 1943 will be about 31 percent greater than the yearly peacetime average of 1935-39, and 4 percent greater than the 1942 production—the biggest on record.

But even with above average yields, America's 1943 food supply, due to extraordinary demands for food (explained in detail in later pages), particularly for certain popular food items, will not equal the demand.

Prospects for increased food production.—In 1944—as long as the war lasts—and possibly during the period of reconstruction in the early post-war stages, American farmers will be called on to:

1. Increase total food production.
2. Increase (through conversion) production of certain key foods.

The 1944 food production program calls for planting the largest acreage in our history—380 million acres. This is about 16 million acres more than planted in 1943. This increased total acreage can help, but it will by no means solve our food production problem. For, at best, this acreage can hardly be expected to increase total production more than 5 percent.

In addition, plowing still more acres for food crops would largely mean taking them out of grasses and forage crops which are used to feed livestock—for the American farm plant is already utilizing virtually all the tillable land in the country.

Because good soil is limited, great emphasis must be placed on growing the right amounts of the right things in the right places. That is why farmers will be asked to convert their land to the production of crops that will stretch our food supply as far as possible.

Such conversion has to be a gradual process but it will be stepped up for 1944 plantings and will be increased in scope for the duration of the war at least.

Many authorities agree that in such conversion lies our greatest opportunity to make the most productive use of food . . . to make our "food fight for freedom."

Specific production goals for various crops and livestock will be announced at a later date in ample time for farmers to make plans for the coming year. There will be no acreage allotments except for tobacco.

It appears that the program will call for an increase in dry edible beans and peas, peanuts, soybeans, and wheat.

Feed crops will be increased wherever they will produce more food or feed per acre than any alternative crop. Farmers will be urged to produce as much milk, eggs, and meat as feed supplies will permit.

Converting farm production to war commonly involves extra planning, labor, equipment, and added risks and costs on the part of the farmer.

In order to get the necessary production, farmers need to be assured of a return sufficient to cover the risks and extra production costs.

To accomplish the dual purpose of increasing production of essential war foods, and avoiding the dangers of inflationary food prices, the Government is carrying out the following measures:

1. Payments to increase production are made to farmers on the 1943 crops of potatoes and truck crops such as carrots, snapbeans, lima beans, table beets, tomatoes, cabbage, onions, and green peas.

2. Certain commodities—such as canned vegetables and vegetable oil crops—are bought from processors or farmers by the Commodity Credit Corporation to support the price and resold, sometimes at lower prices.

3. Loans are made by the Commodity Credit Corporation on basic crops to maintain production. CCC corn and wheat has been resold at lower prices to encourage livestock feeding.

4. Payments on meat and butter are made by the RFC to processors and distributors so they can operate under lowered ceiling prices without loss to themselves and without reducing prices paid to farmers.

While these measures with increased acreage and increased efforts on the part of the farmer may again lead to another record-breaking food-production year, this one fact stands out: For the duration of the war, no matter how much food America produces, we will always need more. For the ever-increasing demands for our food will continue to exceed the supply.

This demand has been stepped up greatly over peacetime requirements because of the need for food for war purposes and because of a vastly increased civilian purchasing power.

A. The Facts About the Amount of Food Being Used for War Purposes

A. THE NEED OF OUR ARMED FORCES

Every American agrees that our armed forces must be fed and fed right.

One of the basic wartime food policies of Uncle Sam has been to make and keep our armed forces the best fed men in the world.

What the soldier eats.—Here is the average weekly diet for a soldier or sailor quartered in this country:

6 $\frac{1}{5}$ pounds of meat.

7 eggs.

3 $\frac{1}{2}$ pounds of fresh milk.

1 $\frac{1}{8}$ pounds evaporated milk.

Ice cream once a week.

At least 1 pound of butter, margarine, and other fats.

4 $\frac{1}{2}$ pounds bread, cereal, and other grains.

5 pounds potatoes.

5 pounds fresh and canned vegetables.

4 $\frac{1}{2}$ pounds tomatoes and citrus fruit.

2 pounds of other fruits.

The average soldier or sailor eats approximately 5 $\frac{1}{4}$ pounds of food, as purchased, per day. This compares with approximately 3 $\frac{3}{4}$ pounds consumed by the average civilian. Thus, the average soldier or sailor requires almost the equivalent of 1 $\frac{1}{2}$ civilian rations per day.

This difference in food consumption is readily explained by the fact that our armed forces are made up of vigorous young men who have to be put and kept in the prime of physical condition and who, even as civilians, probably ate more than the average. Actually, therefore, the armed services are taking out of civilian supply only an amount of food equal to the difference between what the men ate as civilians and what they now eat as members of the armed services.

With the average soldier or sailor eating the caloric equivalent of 1 $\frac{1}{2}$ civilian rations a day, it is easy to see why the more men in our armed forces, the greater the drain on our civilian food supply.

The amount of food our armed forces use.—In 1942, approximately 7.5 percent of our food production was allotted to our armed forces. In 1943, this figure will approximate 13 to 14 percent.

The amount and kind of food that is being and will be required by our armed forces depends primarily on two factors:

1. The number of men in the armed forces.
2. The number of these men who are sent abroad.

At the beginning of 1943, the total strength of our armed forces was about 7,000,000 men. The planned strength estimated at the end of 1943 approximates 10,800,000 men, or an increase of approximately 54 percent.

And the number of men abroad is constantly increasing. The total overseas strength of our Army alone at the beginning of 1943 is estimated at 1,500,000. While exact figures are not available for military reasons, it seems safe to assume that at least 2,700,000 will be included in our Army's "overseas" strength at the end of 1943.

For men quartered in this country, the Army and Navy requires at least a 90-day reserve supply to be sure that the right food will always be available at the right time. This is approximately the same reserve supply required by wholesalers and retailers for regular civilian trade.

In addition, the number of men in our armed forces abroad has a considerable bearing on this supply.

To be sure that they have the right food at the right time, a 9-month (273 days) supply is required for each man abroad as compared to the 90-day supply required for each man still stationed in this country.

This larger supply takes into consideration the time factor involved in transporting the food from the producer to the soldier overseas, and also includes a small reserve against ship sinkings and other war losses.

Need for reserves.—This 9-month food reserve which includes extra emergency supply rations for each man overseas is the reason why we hear that our armed forces are building up large stocks of food.

In addition to the regular reserve supply, the exigencies of war require extra emergency reserves of food as well.

In wartime it is impossible to project with any degree of certainty what will happen 3 or 6 months from now. A successful invasion may step up food requirements tremendously, i. e., North Africa and Sicily. So may a defeat, i. e., the German invasion of the Russian Ukraine, the "bread basket of Europe."

As an example of the former, during the invasion of north Africa it was necessary to divert to north Africa a precious British food convoy bound originally for Malta.

Conversely, due to the invasion of the Ukraine, an emergency fleet of Russian ships appeared off our west coast last fall, and were loaded to the gunwales with precious food for Russian soldiers who were

seriously short of food. As a result, temporary shortages of certain key foods were felt in some of our west-coast cities.

Heavy drain on "protective" foods—canned foods.—Because the feeding of our armed forces is such a gigantic undertaking—the greatest single enterprise of its kind in the history of the world—the average civilian is apt to overestimate the total amount of food required and the extent to which those food requirements affect the civilian food supply.

This belief is accentuated by the fact that our armed forces require a heavy amount of "protective" foods such as meat, fats and oils, milk, and canned goods—foods which are "short" as far as civilian supply is concerned.

During the coming fiscal year (July 1943–June 1944) our military and war services will require about 17 percent of the total allocable supply of fresh and canned meats. They will require about 40 percent of the supply of canned fruits and juices (excluding citrus); about 15 percent of the citrus fruits in fresh and canned form; 26 percent of the canned vegetables; 15 percent of the butter; 6 percent of the other edible fats and oils; 11 percent of the cheese; 32 percent of the canned milk; 14 percent of the canned fish; 10 percent of the eggs; and 15 percent of the dry beans and peas.

Not only do these foods have the energy, vitamin, and mineral values needed to give our men that "fighting edge," but also these are the concentrated foods that can be packed in cans or dehydrated or condensed for use abroad.

We use fresh fruits, fresh vegetables, and fresh milk in our camps at home, but it is impractical to send such bulky perishables abroad.

To summarize: While the size of our armed forces both at home and abroad is already substantial, we must assume that the total of our armed forces and the number of men on active duty and in foreign lands will increase as the war progresses. This will automatically call for a gradual stepping up of the amount of food they need.

B. THE FOOD NEEDS OF LEND-LEASE

Since March 11, 1941, when the Lend-Lease Act was passed by Congress, food has been an important item in the goods sent to some of our allies who have received lend-lease assistance.

The amount of our food going to lend-lease.—In 1941, the amount of food shipped to our allies under lend-lease amounted to approximately 2 percent of our food production. In 1942, the total was about 6 percent. This year, because of increasing Russian shortages and the needs of liberated people in north Africa, it is expected that lend-lease food shipments will increase to an estimated 10 percent of our food production, provided the basic needs of our armed forces and civilians can first be met.

Where lend-lease food shipments go.—In 1942, by far the largest recipient of lend-lease food was the United Kingdom. In terms of dollar value, for the period March 1941 through March 31, 1943, our English Allies had received approximately three and one-half times as much food as Russia, the second most important recipient of American food.

However, due to the German invasion of the Ukraine in 1942 the food needs of the Soviet Union have vastly increased. Forty percent of all lend-lease shipments to Russia last March were foodstuffs. In the first 5 months of this year, the U. S. S. R. received one-third of all our lend-lease food shipments. To meet essential requirements of the Russian Army, we will probably send more food to Russia in 1943 than to the United Kingdom.

The kinds of food used for lend-lease purposes.—In the first 3 months of 1943, the principal food shipments have been wheat and flour, sugar, canned and cured meats, protein-rich dried peas and beans, lard and vegetable oils, dried milk, cheese and eggs, and a very small amount of butter—less than 1 percent of our supply.

In terms of the total allocable United States supply, our allies, exclusive of liberated areas, will require in this fiscal year approximately 12 percent of our meats; less than 1 percent of our canned fruits and juices (excluding citrus); 5 percent of the citrus fruits; 1 percent of the canned vegetables; 6 percent of the butter; 22 percent of the other edible fats and oils; 19 percent of the cheese; 12 percent of the canned milk; 21 percent of the canned fish; 14 percent of the eggs, and 17 percent of the dry beans and peas.

In the case of the food that is sent to England, this food is used by civilians, as well as the armed forces. In the case of Russia, almost all of our food is shipped for the use of the Russian Army.

Why England and Russia need lend-lease food supplies.—We know where our lend-lease food is going—where and how it is being used. We know the food production of the United Kingdom and Russia. We know what their armies and civilians are fed—that even with our supplies, their food standards are generally far below those of our people. We know that month after month they could use far more of our food than we are sending them, without wasting a pound.

Ours is a clear-cut choice. Shorten the war by giving our allies all the food we can. Sustain them, keep their factories humming—their soldiers fighting—killing our enemies. Or . . . run the grave risk of dulling their spirit and will to fight—by keeping all our food for our armed forces and civilians.

England's needs.—For many years the United Kingdom, with a population of 46,000,000 in an area approximating the State of

Oregon, has had to depend on food imports for a substantial percentage of her food supply.

Despite a diet that was somewhat below the standard civilian diet for Americans, England did not produce more than 45 percent of her foodstuffs before the war.

Since the war began, tremendous efforts have been made in England to increase their food production. In the fear that starvation would result if the submarine war could not be checked, nearly 6,000,000 gardens have sprung up throughout the nation—in backyards, in bomb craters, in soil never used for producing food.

Special emphasis has been laid on the production of such foods as grain, potatoes, and sugar beets. At least 7,000,000 additional acres have been planted. A further 3,000,000 waste acres have been reclaimed. Dairy herds have been increased to a maximum. Special committees have been organized to demonstrate new techniques to new farmers. As a result of these efforts and despite war difficulties, British farmers have succeeded in upping their production to about 67 percent of England's food requirements, but she must depend on trade for the rest.

It is interesting to note that American food shipments to the United Kingdom have made up only a vital 10 percent of Britain's food supply—and that the British people have received more food from Canada than they have from the United States.

Notwithstanding this, American food was a major source of supply for Montgomery's African army. American food helped sustain the millions working at top speed in British factories and mines and shipyards. American food helped keep the gallant RAF in the air. Without American and Canadian food, the chances are that England would not now be in the war.

Russia's needs.—Until the invasion of the Ukraine—the bread basket of Europe—Russian requirements for lend-lease foods were relatively small. However, when the Ukraine was overrun, Russia lost 40 percent of her best productive land and more than 40 percent of her usual food output. As a result, to sustain the Russian Armies and keep them fighting, it was necessary for Russia to vastly step up its food requirements from the United States, as well as from all United Nations who could help them out in their dire emergency.

Emergency rations were sent from Great Britain, from the Middle East, and substantial food supplies were made available from this country. It was apparent that the Russian Army had to be sustained—and that by sharing some of our food with these gallant soldiers, American lives would be saved.

Civilian diets, England and Russia.—Civilian diets in both Russia and Great Britain would seem dreary indeed to an American civilian. The British diet is much below ours and incomparably more monotonous.

onous. For a 4-week ration period, each Englishman receives only 20 points to cover his purchase of canned meats and fish, sausage, sirup, condensed milk, breakfast foods, rice, dried peas and beans, dried fruits—as well as canned fruits and vegetables. Meat consumption is a fourth below the pre-war level. The ration allows 2 ounces of butter a week and 1 egg a month on an average.

In Russia, millions are threatened with actual starvation. Black bread is the main food, and meat is a rare treat. Food for civilians is cut to the barest minimum and American food for the Russian Army is desperately needed.

Lend-lease in reverse.—Lend-lease is not simply a “one way” proposition. It works in reverse.

For example, we have received a large quantity of food from our allies.

Last year American forces in Australia and New Zealand received on a reciprocal lend-lease basis nearly as much beef as was shipped out from the United States to all countries receiving lend-lease foodstuffs.

In the same countries, our armies received substantial amounts of fruits and vegetables—amounts equivalent to almost 9 pounds per person in terms of Australian and New Zealand population.

Severe civilian shortages in a number of foods have resulted in these countries, but food supplies to our armed forces are not only maintained, but expanded.

Lend-lease in reverse also works in other ways, i.e., through the use of British or Russian ships to transport our troops, through the repair and servicing of American ships in United Nations ports, through the building of American camps, through furnishing of uniforms and weapons of war of all types and descriptions.

American forces in the British Isles have received almost all the supplies and services that could be provided as reciprocal lend-lease.

C. FOOD FOR THE LIBERATED PEOPLE OF EUROPE

The Office of Foreign Relief and Rehabilitation Operations was set up in the State Department on December 4, 1942.

In general, the purposes of the office are to sustain life by the provision of emergency food, clothing, shelter, and medical care to people in distress in areas liberated from Axis control and to institute programs enabling the liberated people to become self-sufficient just as rapidly as possible following liberation.

Further purposes are to restore sanitary conditions in liberated areas so as to prevent epidemic disease and, as possible, to improve the supply position of the United Nations in carrying on the war.

Food relief in Africa.—OFRRO has already gone into action both at home and abroad. Soon after the landings in north Africa a mis-

sion was sent to that area and relief programs promptly instituted, the operation in Tunisia being to date the most important. As the armies advanced in Tunisia, relief for the civilian population became a part of the total action. Throughout the campaign, food, clothing, and medical care were made available just as rapidly as military action permitted. Although a limited amount of free relief was found to be necessary, for the most part the provision of supplies and the opening up of avenues of exchange took care of civilian needs. Today, a system of "relief stores" provides rationed supplies at reasonable prices through most of Tunisia. Agricultural expectations are good and it is believed the need for civilian food from foreign sources will soon be eliminated in Tunisia.

In the rest of north Africa, programs to provide school children with milk and for the care and disposition of political prisoners are being brought to a close. In cooperation with the American Red Cross, up to the end of the school year (May 31) OFRRO provided daily servings of dried or evaporated milk to 200,000 school children in Algeria, French Morocco, and portions of Tunisia.

At home, the office is developing programs in cooperation with our allies, the Lend-lease Administration, the War Production Board, the War Food Administration, the Treasury and the Army and Navy to bring relief promptly to other liberated areas, such as Sicily, Italy, etc.

It should be emphasized that the program includes only the bare necessities of life. A diet of 2,000 calories only is projected. Grains will predominate in relief food supplies.

In addition, besides clothing and medical supplies, seed, fertilizers, and simple agricultural implements are being planned for, so as to help the liberated people to become self-sustaining as soon as possible.

Food strengthens the liberated peoples.—The provision of emergency food will provide strength for the hard work which must be done. It will create the health to ward off dangers of world-wide epidemics. It will permit the liberated people to participate in the production of new supplies of food and other goods, and in so doing release greater power to the United Nations for the final defeat of the Axis, in the Pacific as well as in Europe.

The feeding of the liberated peoples is far more than a military necessity. It is an active psychological weapon for the starving and enslaved people of those countries still occupied by the Axis. The knowledge that enough food to sustain life will be provided immediately after liberation can go far to stiffen their present resistance to the Axis and increase their aid to allied forces at the time of liberation.

Because up to this year the United Nations have been on the defensive, there has been little demand for food for liberated peoples.

However, it seems evident that as further countries are freed and victory draws nearer, increased demands will be made on the United Nations' food supply and on American food for this vital purpose.

Starvation—an Axis weapon.—The United Nations' policy of using food to rehabilitate the liberated peoples of Europe is in direct contrast to the Nazi method of using food as a grim weapon of starvation and enforced labor.

Among the casualties of the Nazi world conquest are tens of millions of civilians, particularly the aged, the sick, the women and children who are suffering and dying from the hunger and disease brought about by the Nazi occupation and the discriminatory methods of distributing food and medical supplies.

Terror, bribery, and deceit are methods whereby the Reich continues to requisition the food of occupied Europe to satisfy its needs.

In Poland punitive expeditions set fire to peasant homes and villages for failure to deliver the German-set grain quotas. Government schedules demand the delivery of approximately 9.6 bushels of grain per acre sown, or about two-thirds of the average yield of 14.7 bushels per acre of the Polish farm in 1937. Less than 5 bushels per acre remain to provide the farmer with bread for his family and feed for his stock. Owners of larger farms are required to thresh their grain under the watchful eye of German supervisors.

German special courts impose death sentences on Polish peasants "for deliberate failure to deliver grain and potato quotas" and these executions are publicized to win obedience through terror.

Where punitive expeditions and executions fail to work, the German forces of occupation try bribery and fraud. In Poland peasants are promised a liberal bonus of cheap vodka if they turn over the designated quotas of produce. In the occupied Ukraine, Soviet peasants are told that their individual plots as members of collective farms will be enlarged if they harvest what Germany demands.

However, even here the German record is one of deceit. In Greece a farmer, promised a new reaper if he met his food quota and turned it over to the Nazis, received a hand scythe.

Germany's food policy.—In Goering's speech of October 4, 1942, he stated "First and foremost in the appeasement of hunger and in the matter of food comes the German people. From now on, it must be firmly established and maintained that the German worker and he who works in Germany are supplied with food as well as possible." In actual practice not only those foreign workers who work in Germany but those who work for Germany in the occupied countries are given special food favors.

Needless to say, the offer of a better food position is used to induce persons in the occupied territories to join the various Quisling native

Nazi movements. In a speech made by SS Standartenfuehrer Jonas Lie, reported in the Nazi-controlled *Aftenposten* of Oslo (April 12, 1943), food bribes were offered to those who would join the Nazi armored infantry division "Norge." "Volunteers will get first-class conditions and front soldiers will receive daily rations of 6 ounces of meat, 1 pound 9 ounces of potatoes, plenty of bread, fats, sausages, cheese, chocolate, sweets, cigarettes, tobacco, and in addition all canteen supplies. The soldier's wages will be invested in a bank in the home country. The volunteer's family will receive extra ration cards as well as the volunteer's civilian wages. When the front soldiers return home they will receive their ample reward. They will be entitled not only to their old position, but they also will naturally be promoted. National Socialist membership is not compulsory for volunteers."

In the hands of the German state, the science of feeding has become, as never before, a powerful bludgeon for dominating "friend" and foe alike. Within the borders of the Third Reich, food control is manipulated to reinforce flagging loyalty and to stimulate zeal. It is the instrument whereby farmers are alternately bribed and coerced; whereby discontent is allayed and morale shaken by RAF raids is bolstered; whereby foreign workers are kept in line and opposition is starved into apathy.

In the satellite states, it is a means of playing one puppet's delusions against another's: of exacting new levies of conscript troops; of checking revolt against German protection. It is the weapon of "clearing" large areas, marked out as Germany's *Lebensraum*, of non-Germanic peoples. It is a method for the execution of the Jewish people. It is the race theory in action.

Disease in occupied countries.—The result of the Nazi starvation of Europe almost pales description. Tuberculosis is at an all-time high in Belgium. The health of Belgian children has been gravely affected with scurvy and anemia. Rickets and skin troubles are frequently observed. Children are reported to have lost from between 12 to 15 pounds and adults from 15 to 50.

The disease rate in Holland is said to have increased by 70 percent in a single year. The increase in tuberculosis in Rotterdam has shown a sixfold rise over pre-war years. In Holland, during the first 4 months of 1932, diphtheria cases increased more than tenfold and dysentery six and a half times.

The previously high health standards of Norway have been gravely undermined with pneumonia, influenza, and diphtheria reported in epidemic dimensions—with beri-beri and other vitamin deficiency diseases reported throughout the country.

Similar conditions are prevalent in Poland, in occupied Russia, in Greece (where in certain areas the mortality rate is five times greater

than normal) and throughout Nazi-dominated Europe in families who do not actively "cooperate."

d. THE DEMAND FOR FOOD AS A NORMAL TRADE ITEM

Many people do not realize that, in addition to supplying the demands of our Army and Navy, our allies and the liberated peoples of Africa and Europe, we must also continue to send some foodstuffs to our territories and to friendly nations nearby.

Territories such as Puerto Rico, the Hawaiian Islands, and Alaska, are dependent almost exclusively on imports of food from the United States and Canada. They must be fed.

In addition, the Central and South American countries, most of whom are active allies in this war, must receive certain foodstuffs from us.

Most of these countries send us other foods in return, or war materials such as fertilizers, rubber, vital minerals.

In order for us to obtain these much-needed supplies, we must be prepared to send them foods they desperately need.

In 1943, somewhat less than 2 percent of our food production will be sent to our territories and neighborhood countries.

Summary.—As we have seen from the preceding pages, our armed forces will need approximately 13 percent of the food produced in 1943. Another 10 percent will be needed for lend-lease and about 2 percent for other special needs. Approximately 75 percent is being set aside for our civilian population. In reality, the civilian supply is somewhat higher than this because a substantial proportion of the food being used by our armed forces would have been consumed by our fighters if they had remained civilians.

However, even the 75 percent is about equivalent to the average amount of food produced in this country in the years 1935 to 1939. By 1943 food production has risen 31 percent above this average (75 percent of 131 equals 98 percent.)

Therefore, it becomes evident that there is some other force over and above the war demands for food that is straining our food supply.

3. The Facts on How Increased Purchasing Power Affects Our Food Supply

The growing requirements of our armed forces and our allies calling for at least 25 percent of our food is only one of the two factors straining our civilian food supply. The other is the increased demand for food at home—a demand fostered by the tremendous growth in civilian purchasing power.

During the period between the last war and this one fully one-third of America was undernourished, and two-thirds did not get enough of the foods they should have.

There was a market . . . a crying need for food, but the purchasing power wasn't there to buy it, and farm production was leveled off to the size of the Nation's food buying power.

But war changed these conditions. Increased farm production became imperative. America's purchasing power increased from 48 billion dollars in 1932 to an estimated 140 billion in 1943. In 1941 and 1942, even the people in the lower income brackets were earning more money than ever before. With so much more money in circulation, people had less to spend it on. So the people spent more on food, and as a result, ate better in those years than they had ever eaten in their lives.

It is estimated that in 1943 American civilians have \$45,000,000,000 more to spend than there are goods and services available for purchase.

The demand is for food.—The lonely dollar of 1943, with all of the familiar markets (cars, etc.) closed, is trying to spend most of its time in the grocery store these days, and is creating a severe strain on the equitable distribution of the supply of food for human consumption.

The result is that the demand for our food at home exceeds the supply by a wide margin.

But . . . there's a difference between the amount of food our people would like to buy—and what they actually need for fitness and sound health.

Take meat, for example. In peacetime, the total amount of meat available to our people at home, if divided up absolutely equally, would have given each American some 126 pounds of meat during an average year. Of course, it wasn't divided up equally. Those who had money ate lots of meat—up to 200 pounds a year each. Those who had little money ate much less meat—down to 100 pounds or even 80 pounds per person during the year.

In 1943, the supply allocated for civilians calls for an average per person of from 120 to 124 pounds during the year—just about what it was in peacetime. Also it is rationed so that if the people abide by the rationing rules, each will get a full, fair share.

But, today an average American can afford to buy a lot more meat than before the war. Based on current prices and purchasing power, he would buy 160 pounds of meat in 1943 if he could.

The estimated production—the greatest in history—figures out at around 180 pounds per capita of the civilian population. But we can't give it all to civilians. We've got our armed forces to feed and our allies. So the average citizen—with more money than he's ever had before—can't have all the meat he wants—only 120–124 pounds.

The same is true of oils and fats. The same is true of all dairy products. The average citizen wants and could buy at ceiling prices 27 percent more meat than he can have, 18 percent more oils and fats (excluding butter), and 11 percent more milk and dairy products, including butter (23 percent more butter alone).

Here are the figures:

	Average consump- tion (1935-39)	Estimated production (1943)	Civilian supply (1943)	Civilian demand (1943)
	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>
Meat.....	126	180	120-124	169
Butter.....	17	17	13	16
Fats and oils.....	31	45	34	49
Dairy products (including butter).....	806	925	774	855

These figures are based on present ceiling prices and available purchasing power.

These figures illustrate the fact that increased purchasing power has become the most powerful factor in the food field, and, if left unchecked by either rationing or allocation, could consume virtually all the food this country is producing.

4. The Facts on How Our Food Supply is Allocated

It is important that every citizen understand clearly how America's food supply is divided between war uses and civilian needs, and how the supply for civilians is determined and protected.

America's food supply is allotted by the War Food Administrator with the advice of boards representing all the groups of claimants.

On these boards, the Army and Navy present the requirements of our armed forces. The War Food Administration presents the requirements of our civilians. The Office of Lend-lease Administration presents the requirements of our allies. The Office of Foreign Relief and Rehabilitation presents requirements for feeding the liberated peoples. The Office of Economic Warfare presents requirements for the trade of Central, South American countries, and other countries not under lend-lease.

These various requirements are measured against the amount of food available—both in total and by types of individual food commodities. Then allotments are made.

How our civilian supply is protected.—Civilian food requirements are carefully calculated by a group of men and women who know what our civilians need for health and strength. They work in the Civilian Requirements Branch of the War Food Administration.

The War Food Administration has a major place in the food council, and actively represents and protects the food requirements of American civilians.

Except that for the United States armed forces (which deserve maximum consideration) the essential requirement for American civilians is considered first in importance. Under no circumstances will the total food supply be divided in such a way that the basic food requirements of American civilians will not be met.

This point is illustrated most effectively in the fact that in no month in the first 6 months of 1943 did the total amount of American food allocated to lend-lease meet the demand.

How food demands are revised.—Similarly, to protect our civilian supply, the Army and Navy are often asked to change the amount of their requirements—either to cut down on the total or change requirements from one type of food to another.

Whenever necessary, requirements for shipment abroad will continue to be cut down or changed for the same reason.

For example, British requests for cheese have been cut about half for this year in order to meet other essential needs, including the requirements of United States civilians.

On the other hand, sometimes a sudden, urgent need from abroad must be met even if it cuts down our supply.

For instance, this March the Russians presented a most urgent request for a million bags of dry beans and peas in 30 days and nearly 4 million bags in 12 months. As a result, our Government had to add dried peas and beans to the ration list the very night before blue-stamp rationing was put into effect. Our Russian allies simply needed those supplies more than we did.

Now what does this all mean in relation to how well we're going to be fed for the duration of the war? Simply this: We're going to be fed well enough for health and strength, provided we make the best of the foods available—avoid waste and adjust our food habits to war conditions.

5. The Facts About the Relation of Rationing and Price Control to Our Food Supply and War Strategy

Every man, woman, and child in the United States has been affected by the rationing and price control of food.

The reason for rationing.—Because of the increased demand for food for war purposes and because of increased purchasing power at home, the supply of many foods is far outweighed by the demand. This is particularly true of such popular foods as meat, canned and dried fruits and vegetables, canned milk, etc.

When the supply of any of these foods fell substantially short of the demand, we were faced with the choice of two alternatives: (1) Do nothing and let those of us who could pay the highest price or

who could get to the store first, buy all or more than our share of these popular foods; or (2) ration these foods so that everyone could have a fair share.

The vast majority of our people preferred and demanded the latter alternative. They quickly realized that without rationing, dire consequences would follow. Many consumers would be unable to secure adequate food. Many retailers would be forced out of business because they had nothing to sell. A comparatively few people with the most money and the most time to shop would get more than their share, and the majority would get only what was left. And because the inevitable result would be defeat on the home front, a system of food rationing which provided a fair share for everyone was adopted.

What rationing does.—Rationing divides our limited supplies equally. It plays no favorites. Under our rationing system "all men are equal" and receive the same allotment of food stamps. Every ration-book holder is given an opportunity to secure adequate nourishment. Every food merchant, regardless of size or wealth, can obtain merchandise to sell. Rationing is "sharing."

This system can be made to work with reasonable simplicity and fairness—if Americans will cooperate and use their ration stamps properly—never accepting rationed foods without giving up the proper number of stamps in return, never giving away ration stamps; never buying rationed goods that are not actually needed.

The reason for price control.—To accomplish this same basic objective, i. e., to keep essential foods within the reach of everyone, was one of the reasons for setting top legal prices on most food products.

Many families are enjoying increased incomes because of higher wages and longer working hours, but millions of others are less fortunate. Their incomes are fixed, or even smaller than before the war. This group includes families living on pensions and life insurance, millions of white collar workers, teachers, etc., as well as millions of families whose primary wage earners are now in the armed forces.

If food prices were not controlled, prices on many necessary foods—particularly foods in short supply, as well as popular foods which can be substituted for them—would skyrocket out of the reach of millions of our citizens.

In fact, since the beginning of the war, food prices have already taken a sharp turn upward. From August 1939 to May 1943 food prices rose 53 percent. That means that the old "dollar's worth" of groceries actually shrank to 65 cents' worth. The total cost of living, with food its most important item, rose 27 percent in this same period.

Advancing food prices give rise to demands for higher wages which in turn exert an upward pressure on the whole price structure, result-

ing in a dangerous inflationary spiral. If not controlled, this spiral would add billions to the cost of the war, and might conceivably bring about an economic post-war collapse.

In the Stabilization Act of 1942, Congress directed that the cost of living (of which food costs are a major part) be stabilized at levels prevailing on September 15, 1942. However, from then until May 1943, food prices advanced 13 percent, although practically all other prices which affected the cost of living were stabilized.

To help keep the cost of living down and stabilize prices as directed by Congress, top legal prices on virtually all essential foods have now been established in almost every community. The grocer can sell below these prices, but not above them.

Beginning in May, these top legal prices were expressed in terms of specific dollars and cents so that every housewife can see what they are. In addition, the prices on butter and meat have been lowered about 10 percent.

Largely as a result of these measures, and because of seasonally lower prices, food prices for the first time during the war declined nearly 1 percent from May to June. This demonstrates that food costs can be stabilized.

This system, too, can be made to work with reasonable simplicity and fairness if Americans will cooperate—by learning what the legal prices are for the foods they want to buy and never paying more.

Farmers as well as other consumers have a direct personal interest in Uncle Sam's program to stabilize food prices and other living costs. Farmers who lived through the last war remember how food prices rose to staggering heights but cracked in 1920 and stayed below parity for 20 years. In that period one farmer out of every three lost his farm. Today there are few price ceilings on food at the farm level. And farm prices have risen 116 percent from August 1939 to June 1943—compared with a 32 percent increase in the prices that farmers have to pay for living and production costs, including interest and taxes.

Necessity for citizens' cooperation.—Consider what happens to our food supply and war effort if Americans do not help make rationing and legal food prices work.

The effect on our food supply.—No matter how much food is produced in this country, it is of little or no value to the average civilian unless it is available for him to buy it. Available, not only in the city area in which he lives, but also in the store with which he deals and at prices he can afford to pay.

If rationing and price ceilings are abused, some sections of the country will receive more food than others. Some cities will receive more food than others. Some stores within each city will receive more food than others. Some families will receive more food than others.

When a housewife cheats on rationing and asks her grocer to give

her more rationed food than her coupons entitle her to, or if she accepts more rationed food from her grocer than her coupons entitle her to, that grocer is going to try to buy more rationed food to fill demands of his other customers. But because he will not have the necessary number of coupons to buy that food, he will be tempted to purchase it from the black market.

The same is true of prices. If citizens buy from dealers who willfully exceed the legal prices, such a step gives that dealer more funds to buy his foods than the other dealers who are complying with the price regulations. This, in turn, tends to dislocate the food supply and to encourage the sale of food through illegitimate channels.

Violations of rationing or price ceilings may not seem important as far as a single customer or single store is concerned. But one violation begets another. Thus, if the rationing rules and price ceilings are evaded by a group of stores in a city, those stores will seek more than their share of food at the expense of the others.

The inevitable results will be inadequate food for many consumers, locked doors for many retailers, and a general break-down of morale.

The effect on our war effort.—It is a relatively simple transition from the effect of food rationing and evasions of legal food prices on the food supply and distribution system, to their effect on our war effort.

First, the Army and Navy buy their food from legitimate channels and at legal prices. Anything that upsets the regular food distribution machinery, or that boosts prices to illegal levels, makes it difficult for our armed forces to buy the food—in the amount they need—when they need it.

Similarly, once citizens or storekeepers are not able to obtain their share of food, dissatisfaction in the community sets in. There will be dissatisfaction with the home front program. War production may suffer. The cost of living in the community will go up. Workers will complain and ask for more wages—all at the expense of a united war effort—a strong home front.

6. The Facts About the Amount of American Food Wasted Every Year

The amount of food waste that transpires every day on our farms, in victory gardens, in the distribution of food, in the grocery store, in eating places, and in the home has been little publicized.

Yet the amount of food wasted at all these points exacts a terrific toll on our food supply. It is estimated that 20 to 30 percent of the food produced in the United States every year is lost or wasted.

While much of this waste is unavoidable, or can be corrected only at excessive expense, a great deal is avoidable and can be prevented.

Much of this avoidable waste occurs in the home itself. Part occurs in restaurants and other eating places. Still other food is wasted through improper handling in food distribution channels and on the farms.

If only one-third of the annual food waste in this country could be avoided, it would be equivalent to adding between 6 to 8 percent to our total food supply. This would go a long way toward feeding our armed forces. It would supply our allies with most of the food we are planning to send them in 1943. It is as much the food production increase our farmers are asked to make in 1943 over the previous year.

It is of the utmost importance for every civilian—whether a consumer, producer, or distributor of food—to understand these facts about food waste and the importance of its prevention.

For the production of food is subject to many variables which cannot be controlled entirely by human action.

But the conservation of food (prevention of waste) is something which can be controlled. For most civilians, perhaps their greatest opportunity to make additional food available to “fight for freedom” lies in the prevention and elimination of waste.

Control of food waste in our armed forces.—The vigorous measures now being taken to eliminate all possible waste in Army and Navy camps serves as a striking example of what can be done.

Vast savings of food are resulting from the use of a new basis for issuing rations developed by the Quartermaster Corps after a survey of food waste in Army kitchens. Food waste that was running as high as 20 percent has been materially reduced by the issuing of food on the basis of the number of men present for meals, rather than the number of men carried on the rolls.

Months ago more meals were being prepared than were consumed, due to the fact that in every company almost invariably there were a number of men who did not answer the mess call for various reasons.

The present system provides for computing the attendance of men at each meal each day and preparing average daily tables based on actual experience. These tables make it possible to gage with extreme accuracy the number of men who will have to be fed each day.

The second factor in reducing food waste has been a successful campaign of educating the soldier not to waste food by taking more than he can eat. The soldier is encouraged to eat all he wants, but he is strongly urged not to take an ounce more than that.

Finally, waste resulting from serving soldiers unpopular foods is rapidly being corrected in master menus which prescribe the less popular foods on fewer occasions. Thus, since soldiers don't like certain vegetables, they are apt to get them infrequently, their place being taken by some other food with equal food value.

These corrective steps have greatly improved the economy and efficiency of Army food handling and have measurably eased the impact of the Army's food procurements on supplies available for civilian use.

The same is true of the Navy. A recent study of the food administration and methods of the United States Navy was recently completed by a civilian committee, consisting of seven outstanding leaders in American food industry.

All told, the study covered more than 25 percent of Navy manpower within the United States, including most of the major naval bases.

In its report to the Secretary of the Navy (May 11, 1943), the committee made the following statement regarding food waste:

It is our opinion that waste is less than in the average home or public institution where food is prepared and served, whether for profit or otherwise, because practically all of the food prepared and served in the Navy is consumed. The slogan "Take all you want, but eat all you take" is observed.

7. The Reasons Why Adjustments Have Become a Wartime Necessity

Habits are hard to change. No one likes to change them. But any belief that America's food supply will always be kept under control and in smooth working order—that the time when it will be stabilized is "just around the corner" is sure, wishful thinking.

Even in peacetime, we cannot anticipate fully either our food production or our food requirements. One month of bad weather can deal a major blow to production. And in wartime the variables multiply manyfold.

The supply of farm manpower, seed, fertilizer, farm machinery—is a variable. So is the amount of food raised in victory gardens, and the amount canned at home. Prices of farm products are variables. So are wages in food processing plants. So is the amount of food raised by our allies. And all are important.

But the most important variable of all is the progress of the war. Invasion. Victories. Defeats. All can change the food picture almost over night. The number of our men fighting abroad . . . the number of food ships sunk . . . the number of liberated peoples freed from the Axis yoke—can affect the requirements on American food—and drastically so.

So when it comes to food, it seems evident that every victory which brings this war nearer to its end will mean that we may have to tighten our belts a little further and adjust to new food habits and conditions.

So for the duration of the war—for every American consumer, processor, distributor, or farmer—this adjustment is recommended: Adjustment to the idea of adjusting to new conditions as they arise.

B. INSPIRING OUR PEOPLE TO ACTION

Once Americans understand the facts about food—once they realize clearly how crucially important it is as a weapon of war—once any misconceptions they may have about food have been corrected—then they will act to make “food fight for freedom.”

What every American is being asked to do about food.—The following actions are necessary for all Americans insofar as they are possible of accomplishment :

1. Produce

The first and most important need is production. America's 6,000,000 farm families, with the help of 3,500,000 volunteer farm workers, are being asked to produce as never before. This calls for millions of acres to be put under the plow—longer hours—back-breaking sweat and toil. It calls for the provision of needed machinery and supplies. It calls for managing the crop and livestock schedules on millions of farms so as to turn out the kind and amount of foods Uncle Sam needs to fight the war.

It calls for a maximum number of Victory gardens, large and small. Gardens on farms, as well as in small towns and cities. It is estimated that our 15,000,000 Victory gardens in 1942 produced 7,500,000 000 pounds of food, and our 21,000,000 this year will produce 10,500,000,000 pounds. In 1944, still more will be needed.

2. Conserve

Even if farmers and Victory gardeners break all production records in 1943 and 1944, it won't be enough. We'll need more. Much food can be made available through conservation measures alone.

Consumers are being called upon to conserve—to see to it that Victory gardens are kept up—cultivated and picked. The garbage pail must be starved.

Farmers are being urged to increase their efforts to conserve on feed—to see to it that all possible food suitable for human consumption is saved for human consumption—to make sure that every ounce of food grown is actually harvested and used.

Food processors, despite manpower handicaps, can help see to it that every pound of food possible is preserved, packed, and canned, and that waste is eliminated.

Food retailers can do their part in cutting down on waste which robs this Nation of such a vital part of our food supply each year. Eating places can conserve.

3. Preserve Fresh Foods

In this war, the preservation of food at home becomes a battle station of primary importance—particularly for those who have their own gardens—or who have ready access to garden-fresh foods.

For in most localities, and particularly in noncommercial gardens, fruits and vegetables are surplus crops produced in overabundance during a few brief periods of the year. If not eaten—or preserved—they swiftly waste, robbing our country and our allies of a crucially needed food.

Last year American homemakers canned approximately 5 billion pounds of food. Others preserved still more food by brining, drying, storing, and other methods.

This year and next, with millions more victory gardens, there will be billions of pounds of additional food that can be preserved.

4. Share

One of the best ways to make “food fight for freedom” is through sharing.

We can share our food with our Army and Navy and Marines—with our boys abroad and in camps at home.

We can share it with our allies, the English, Russians, Chinese, and the liberated peoples of north Africa and Europe.

We can share food at home through rationing, and observe the rationing rules cheerfully and willingly so that everyone gets his fair share—even if it means less of our favorite foods—inconvenience—and use of totally new foods.

Families who eat in restaurants or who raise their own food and thus who do not actually need some or all of their ration stamps should be informed as to the contributions they can make to our food supply by destroying those stamps. For if no one uses ration coupons to buy food he does not need, an important contribution to our food supply will result.

Farmers can share their machinery, their manpower, their seed, their fertilizer among themselves. They can see to it that their neighbors in cities and towns get their fair share of meat by consuming only a fair share in each farm home.

5. Eat the Right Foods

To make the most productive use of the food available at home calls for an understanding of the fundamentals of good nutrition. This means three well-balanced meals a day built around the foods available—even though food habits which have been ingrained for years may have to be changed. It calls for proper cooking, serving, and

storing of foods to obtain maximum health and flavor values. It calls for adequate breakfasts and lunches to give our home front the energy it needs to keep war production humming—to keep families fit, strong, healthy.

6. Substitute Plentiful for Scarce Foods

For at least the duration of the war, we can be sure some of our favorite foods will be scarce—scarce all of the time. Most of these will be rationed foods.

In addition, there may be temporary shortages of other foods for a multitude of reasons, i.e., transportation difficulties, price differentials, the weather, unusually heavy war demands, etc. The shortage of potatoes early in 1943 is an excellent example of a temporary shortage due mainly to late frosts.

Fortunately, there are other foods which can be used as substitutes or alternates for foods that are scarce. And it becomes a war job for every homemaker to learn a few fundamentals about substitutes and alternate food combinations so that they can keep their families fit and keen despite shortages.

7. Help Keep Food Costs Down

If food costs are not held down, the poorer people and those with fixed incomes cannot afford to buy the amount of food they need. This affects health, morale, war production.

To protect these millions of our people—and to keep the cost of living down for all of us—is one of the most important battle stations we have on food.

And food costs can be controlled if everyone will observe top legal prices and never pay more—if farmers will not ask for unfairly high prices for their food and livestock—if workers will not ask for unnecessary wage increases.

8. Participate in Community Food Projects

To make “food fight for freedom” calls for community as well as individual effort.

In many communities major food projects have been under way for some time.

Some have been set up for the purpose of giving out much needed information and guidance. Others have been set up to stimulate public participation in a specific project; still others for both purposes.

Most communities have nutrition committees whose primary purpose is to teach the fundamentals of good wartime food buying and meal planning. In other cities there are community canning projects,

community victory gardens. Still others have sponsored food conservation measures on a community basis—organized “clean your plate” clubs, etc.

Another example of community action lies in the “Home front pledge” programs which are being carried on in many towns and cities as a community project. These programs are designed to increase voluntary compliance with rationing and price control. Citizens in every community are being asked to make the home-front pledge, i.e., “I will pay no more than top legal prices—I will accept no rationed goods without giving up ration stamps.”

These community food projects can and are performing extremely important contributions to our food knowledge and supply. In every way they should be encouraged and supported. And if they are not in operation, they should be started.

9. Place the War First—Expect to Adjust and Cooperate

In a war, the food supply can never be stable. It is subject to constant variables: weather, insects, the progress of the war—the sudden need of our allies or our armed forces for extra food, the amount of food ships sunk or docked abroad.

But home-front action can help lick the problem. Consumers can become used to adjusting to new foods—to temporary local shortages of favorite foods.

The food-distributing trade can get used to adjustments in food supplies and necessary regulations such as rationing and price controls.

The same is true of farmers and processors. As producers, and as consumers, all Americans can cooperate with the demands of the war on food.

Farmers can help each other out with their plowing, planting, and harvesting. City people can help out by working on farms and in processing plants. At least 3½ million Americans will be asked to volunteer for at least 1 month’s work on the farms and in the processing plants to help assure that our full food supply is produced.

All this may mean temporary sacrifice—extra work—doing without, etc. But we cannot win the war with half-way measures—we cannot afford to “let George do it”—we cannot prevail with too little too late. That means “put the war first”—and expect to adjust and cooperate with war conditions.

When Americans, correctly informed, take these actions freely and willingly, two benefits of tremendous importance will result:

1. The most productive use of the 75 percent of food available for civilians will be assured. Successful actions on the home

front will help offset increased war demands for food, and may even add to the amount of food available for civilian use.

2. It will assure our being able to continue to use our food as a vital and crucial weapon of war—for our armed forces—for our fighting allies—for the liberated peoples of Europe—as a psychological weapon against our enemies—fighting for freedom throughout the world.

SECTION II. THE PLAN

To bring out the facts needed for a proper understanding and respect for food and to help bring about these much-needed actions to make "food fight for freedom"—calls for a long-range educational program continuing for the duration of the war.

It calls for action from our people as food consumers—as food producers—as food processors—as food distributors. It calls for the mobilization not only of individuals, but of groups and whole communities to join in one mighty food crusade.

It calls for full wholehearted support by consumer groups. By clubs and organizations—both professional and nonprofessional. By labor, church, and school groups. By patriotic organizations and auxiliaries. By farm groups. By individual food processors and food distributors, and by their trade groups and associations. By hotels, restaurants, and all eating places. By the many varied information and advertising media—magazines, newspapers, radio, motion pictures, outdoor displays, etc. By Federal, State, city, and county departments, agencies, institutions, and social services.

The importance of community action.—While national information on the facts about our food supply and on how every American can make "food fight for freedom" is sorely needed—imperative to success—the value of organized community and group action on food cannot be over-estimated. For properly organized community action provides direction, inspiration, and continuity. It can give direction to the citizen's innate, but unharnessed patriotism—imbue him with a sense of his individual responsibility and opportunity to contribute his share as a member of a great popular army with a job that will help win the war. It can dramatize the entire project into a crusade. Its cumulative effect can become an irresistible spiritual force.

For these reasons, every community will be urged to mobilize existing local groups to bring about community action for the "food fights for freedom" program.

No rigid plan to follow.—Each community has its own food problems. The quantity, quality, and type of organized groups who will wish to get behind the program will vary from city to city. What is an established and successful educational method in one city may have proved to be a failure in another. The mobilization facilities—

the interest of local officials—the ability of civic leaders, etc., will vary from city to city—community to community.

Therefore, in the knowledge that better than anyone else the people in the community itself will know what can and should be done, no rigid plan for community action will be prepared.

However, to arouse interest and to illustrate the various possibilities, special suggestions as to how the “Food Fights for Freedom” program might be promoted or adapted will be prepared for—

1. The food industry.
2. The grocery trade.
3. Local newspapers.
4. Interested community groups.

Three basic elements for constant use.—In addition, in order to give a national entity and meaning to the program, to fuse the many parts into one, certain elements have been designed for continuous use—both nationally and locally. These include:

1. A program emblem and theme.
2. The four “guides” to action.
3. A food allocation chart.

1. The Program Emblem and Theme

As a symbol to help focus the public’s attention to the program—to act as a common denominator for it, and signify and simplify the objectives, an emblem and theme have been devised.

The emblem itself is a market basket carried by an arm and hand which obviously belong to Uncle Sam.

Over the basket is the theme “Food fights for freedom”—a phrase that classifies food as a weapon of war because it “fights” and that associates food not only with victory in this war, but with a broader concept embracing a lasting peace and post-war responsibilities.

Plans call for utilizing this emblem and theme in every possible manner—in advertising, in homes, in store windows, in cartoons, in eating places, on food packages, in calendars, in movies—in all possible national and local publicity pertaining to this “Food Fights for Freedom” program.

2. The Four “Guides” to Action

Amplifying the emblem and theme, and often integrated with it, are four subordinate but vital “guides” to action:

PRODUCE
and
CONSERVE

SHARE
and
PLAY SQUARE

Taken both literally and in a broad sense, these four "guides" cover most of the nine action requirements of the program:

PRODUCE (more food and of the right variety on farms and in Victory gardens).

CONSERVE (don't waste it—preserve fresh perishables—eat the right foods, including substitutes).

SHARE (with our fighters and allies—with one another).

PLAY SQUARE (cooperate with rationing and legal prices—place the war first and expect to adjust).

It should be pointed out that these four "guides" to action are included in this program to enable the information media to tie in a very brief action message with the basic emblem and theme and to give the public an action message that is quick and easy to remember.

The following diagram illustrates graphically the manner in which the basic theme and four general "guides" to action tie in with the more specific actions previously described.



3. The Food Allocation Chart

This is a simple "pie chart" in circular form. The total contents of the circle (100 percent) represent the estimated amount of food that

will be produced in this country in 1943. Then each estimated share of this total (13 percent for our armed forces, 10 percent for lend-lease, 2 percent for other purposes) represents the claims being made on our supply for 1943. The remainder (75 percent) represents the share for our civilians. Food imports are not included in this chart.

The purpose of this chart is twofold. First, to demonstrate as simply and graphically as possible the war uses of our food. Second, to dramatize how important the various home front actions on food can be, in comparison with the 25 percent of our food being used for war. For example, if we can cut down on food waste by 50 percent, that will add at least 10 percent to our food supply. An extra 5 million Victory gardens will add $1\frac{1}{4}$ million tons of food. If our farmers are able to increase food production in 1944, to the extent Uncle Sam will ask, that will add an estimated 5 percent.

This food allocation chart can be used in much the same manner as the emblem and theme.

This new "Food Fights for Freedom" program also calls for an occasional major national drive which can serve as an "event" for intensive specific actions in local communities.

The first such event is OPA's "Home front pledge program" which calls for community action and national publicity from August 1 to November 1. This program is described very briefly on page 30. The second will be "Food for Freedom month."

Food for Freedom Month.—To mobilize our people to action with maximum effectiveness—and to make a deep and indelible impression on our people of the need for action, the month of November is being designated as "Food for Freedom" month. Beginning November 1 wholehearted support will be requested from all States and cities—all Federal, State, and county organizations—all women's educational organizations—all food processors and distributors—all religious and labor groups and many others—in educating themselves and our individual citizens on the need for maximum productive action on food.

In other words, November will become a mobilization month for food—an invitation to every patriotic American to join in a food crusade to make "food fight for freedom."

In this connection, Thanksgiving Day should take on an even deeper and wider significance this year. Heretofore, throughout American history, Thanksgiving has been a traditional religious celebration to give thanks for our bounty and harvest. This year it is hoped that Thanksgiving will be enriched in meaning for our people by an additional concept—the concept of sharing—of the golden rule—of helping to make our "food fight for freedom" at home and throughout the world.

Other major "events" somewhat similar to "Food for Freedom" month are planned for 1944.

SECTION III. THE RELATION OF THIS PROGRAM TO EXISTING INDIVIDUAL FOOD PROGRAMS

In the past year individual information programs have been developed for:

1. Farm production goals.
2. Victory gardens.
3. Home preservation.
4. Nutrition.
5. Food conservation.
6. Farm manpower (United States Crop Corps).
7. Rationing.
8. Food price control (top legal prices).
9. Home front pledge (community observance of rationing and price control).

But the "Food Fights for Freedom" program embraces so many food facets—is so all-inclusive—that the question of the relation of this program to the individual food information programs naturally presents itself.

As the needed action on each individual program requires lengthy explanation, major emphasis has necessarily been given to "how to accomplish" the particular objective of the program. Explanation of the over-all food picture and the "reason why" of the individual program in relation to this over-all picture have tended to be neglected.

So "Food Fights for Freedom" is designed primarily as a vital, continuous "backdrop" program to all individual food information programs. Its purpose is—

1. To help illuminate the whole food picture and to bring together all the essential facts about food for the first time.
2. To provide effective integration among the individual food programs.
3. To help foster a deeper appreciation of and respect for the role our food is playing and must continue to play in wartime and in the post-war period.
4. To help remove actual and potential barriers to the actions that each individual food program asks citizens to undertake.

The individual food programs will continue as they have in the past, but with this major implementation:

Beginning in October 1943, wherever feasible, messages on each individual food program in each medium are to be tied in with the basic theme and emblem of "Food Fights for Freedom."

This tie-in will serve a threefold purpose: First, the constant repetition of the basic theme and emblem will increase the public's consciousness of food in war. Second, it will help make the public appreciate the relation of each individual program to each other. Third, it will enable each individual program to capitalize on whatever good will and appreciation the backdrop program has built for the importance of food in war.

To summarize: The "Food for Freedom" program will place major emphasis on background information as to how American food is fighting for freedom, and why certain actions on the part of every civilian are necessary. The individual programs will, in reality, start where the background program leaves off by giving a much more complete explanation of the mechanics of "how" to do the job desired.

SECTION IV. INFORMATION OBJECTIVES

In considering the information objectives of this program, there are certain broad general principles that should be kept in mind.

The program is designed primarily to give the public the complete picture about the role our food is playing and must continue to play on a gradually increased scale, both in shortening this war and in writing the peace that follows.

It is designed to help awaken our people to a new social consciousness about food—to make them want to respect it as a crucial, fighting weapon of war and peace—want to do something about it.

It is also designed to drive home these four essential facts:

1. There is not enough food in total to satisfy all the demands (war and civilian) for food.

2. Even though the civilian supply will always be protected at an adequate level for fitness and health, there will be a definite shortage of a number of our favorite foods.

3. There is no cure-all for this condition. The solution is not just around the corner. Production is a variable—subject to influences beyond human control. And the biggest variable of them all to the progress of the war. The nearer we approach victory, the greater the strain on our food supply.

4. Therefore, home-front action of various kinds to make the most productive use of our food supply—to make “food fight for freedom”—has become imperative. And we can make “food fight for freedom” if we PRODUCE and CONSERVE, SHARE and PLAY SQUARE.

For the sake of simplicity and understanding, specific information objectives of this program are divided into (1) understanding objectives, (2) action objectives. Naturally, many times the two will be handled together.

Understanding objectives.—When it comes to understanding, the truths about food that our people need to have explained time and time again are the same whether the messages are directed to people as consumers, as producers, as processors or packers, or as food distributors.

They can be outlined as follows:

1. Explain the facts about the United States as a food producing nation (pp. 4 to 6), and the record of the farmers (pp. 6 to 9).

2. Explain the various war demands on our food supply and show how our food is already fighting for freedom (pp. 9 to 18).

3. Explain the facts about the food our Army and Navy need and why it is needed, and the same for lend-lease and other trade (pp. 9 to 18).

4. Contrast our positive use of food to rehabilitate conquered peoples and encourage Italy's surrender, with Hitler's use of food as a weapon of starvation (pp. 16 to 18).

5. Explain how increased purchasing power has increased the demand for food at home, and led to rationing and price control as protective war measures (pp. 18 to 20).

6. Explain how the United Nations' food supply is allocated and our civilian supply protected (pp. 20 to 21).

7. Explain how rationing and price control help make our "food fight for freedom" (pp. 21 to 24).

8. Explain the facts on food waste (pp. 24 to 26).

9. Explain the variables affecting our food supply (p. 26).

10. Explain why, as victory comes closer, we will need to draw our belts tighter (p. 26).

Action objectives.—The ultimate goal of this entire program is to establish so clearly in people's minds the true facts about food and its importance as a fighting weapon that they will feel a strong patriotic urge to do something about it—to use it as efficiently and as effectively as possible.

The reasons why food is a weapon may be translated into appeals that will inspire action if due regard is given certain basic principles:

1. The language of food is universal. Its production unites workers as do few other occupations. Its preparation is a key-stone of the home. Its consumption is always a sociable interlude, often an occasion. And to share it has been a gesture of fellowship from time immemorial. A whole galaxy of human emotions revolve around the stark fact that man must eat to live. These emotions provide an inexhaustible source of appeals for action.

2. Most American families are not aware of the degree to which they waste food. By giving them the facts, the "family conscience" will be put on the alert to combat waste consistently.

3. Some people are inclined to feel that merely by conforming to the rationing rules they are doing all that's necessary about the food problem. Where they know that rationing is only a part of the battle, they will take the necessary actions.

4. Our traditional theory of abundance of food in the past makes it very hard for most Americans to appreciate how des-

perately the United Nations depend on us for food. An awareness of this dependency will redouble our efforts to make food fight.

5. Unlike many of our country's cooperative war efforts, the food program has no inspiring end-product like a battleship, a bomber, or a tank to serve as an exciting symbol of achievement. Yet the highly personal appeal of food gives it a unique advantage in this program to establish its reality as a fighting weapon comparable to those other symbols of our might.

6. The cumulative effect of each individual action should be pointed out. The action should be pictured as it appears in the aggregate—when put together with all other contributions. Each individual should understand that he is part of a "team" of patriotic Americans who by their actions can make "food fight for freedom."

The specific actions you will ask our people to take to make "food fight for freedom" will usually vary depending on whether the message is aimed at people as consumers, as producers, as processors or packers, or as food producers.

The consumer should be asked :

1. To save every ounce of food—avoid waste.
2. To preserve (can, store, etc.) all possible surplus fresh food.
3. To share our food supply—accept rationing willingly, cheerfully.
4. To produce food in every possible way (Victory gardens and farm labor).
5. To keep food costs down by paying no more than top legal prices.
6. To serve and eat balanced meals built, as far as possible, around the "right foods."
7. To adjust diets to the foods available.
8. To participate in or start community food projects.
9. To place the war first and adjust to war conditions.

The food processor and distributor should be asked :

1. To see to it that each customer gets a fair share.
2. To save every ounce of food—avoid waste.
3. Never to buy or sell above legal food prices.
4. To deal only through legitimate channels.
5. To place the war first and adjust to war conditions.

The farmer-producer should be asked :

1. To produce all he can.
2. To grow the kind of war crops our Nation needs.
3. To save every ounce of food—avoid waste.

To share food cheerfully and willingly.

5. To pool machinery and labor so that no machine or man spends an idle hour.
6. To deal only through legitimate channels.
7. Never to buy or sell above legal prices.
8. To place the war first and adjust to the war.

Special information objectives for Food for Freedom month.—

Because plans for community action during this month have not yet been completed, no special information objectives are listed here. They will, however, be prepared in the form of a special "fact sheet" which will be distributed at the earliest possible date.

SECTION V. PROGRAM-SOURCE MATERIAL

AGRICULTURAL STATISTICS, 1942. United States Department of Agriculture.

FOOD FOR THE ARMY. Statement of Maj. Gen. E. B. Gregory, Quartermaster General of the United States Army to the Special Senate Committee to Investigate the National Defense Program. May 10, 1943. War Department, Army Service Forces.

THE ARMY'S FOOD PROGRAM. A compilation of inquiries made in regard to the Army food program, together with the answers.

THE SOLDIER AND HIS FOOD. Prepared by the Woman's Interests Section. War Department, Bureau of Public Relations.

REPORT TO CONGRESS ON LEND-LEASE OPERATIONS. For the period ended April 30, 1943.

RATIONING OF FOOD IN GREAT BRITAIN. British Information Services.

FARMING IN WARTIME BRITAIN. British Information Services.

NUTRITION IN WARTIME BRITAIN. British Information Services.

An article by Mr. Herbert H. Lehman, Director of Foreign Relief and Rehabilitation, for St. Louis Post-Dispatch Series Entitled "What are we fighting for?"

An address by Mr. Herbert H. Lehman, Director of the Office of Foreign Relief and Rehabilitation Operations at Commencement Exercises of Swarthmore College, May 31, 1943.

STARVATION OVER EUROPE, 1943. Written by Boris Shub, on the basis of research by Z. Warhaftig.

EUROPEAN DIGEST. Periodic Digest of Selected Items from Press and Radio. Office of War Information.

REPORT OF SPECIAL FOOD COMMITTEE. Appointed by the Hon. Frank Knox, Secretary of the United States Navy, to make a study of the Navy's Food Administration. May 11, 1943.

INFORMATION PROGRAM ON ECONOMIC STABILIZATION TO KEEP DOWN THE COST OF LIVING. Office of War Information.

THE NATIONAL FOOD SITUATION. Published monthly by the Bureau of Agricultural Economics, United States Department of Agriculture.

THE UNITED STATES GOVERNMENT CAMPAIGN TO PROMOTE THE PRODUCTION, SHARING, AND PROPER USE OF FOOD. Prepared by Bureau of Campaigns, Office of War Information. January 1943. Book I.

CAMPAIGN TO PROMOTE THE FOOD PRODUCTION GOALS FOR 1943. Book II.

INFORMATION PROGRAM FOR POINT RATIONING OF CANNED AND PROCESSED FOODS. Book III.

THE VICTORY GARDENS CAMPAIGN. Book IV.

UNITED STATES GOVERNMENT CAMPAIGN TO PROMOTE THE RECRUITMENT OF FARM LABOR AND FOOD PROCESSING LABOR FOR PEAK SEASON NEEDS. Book V.

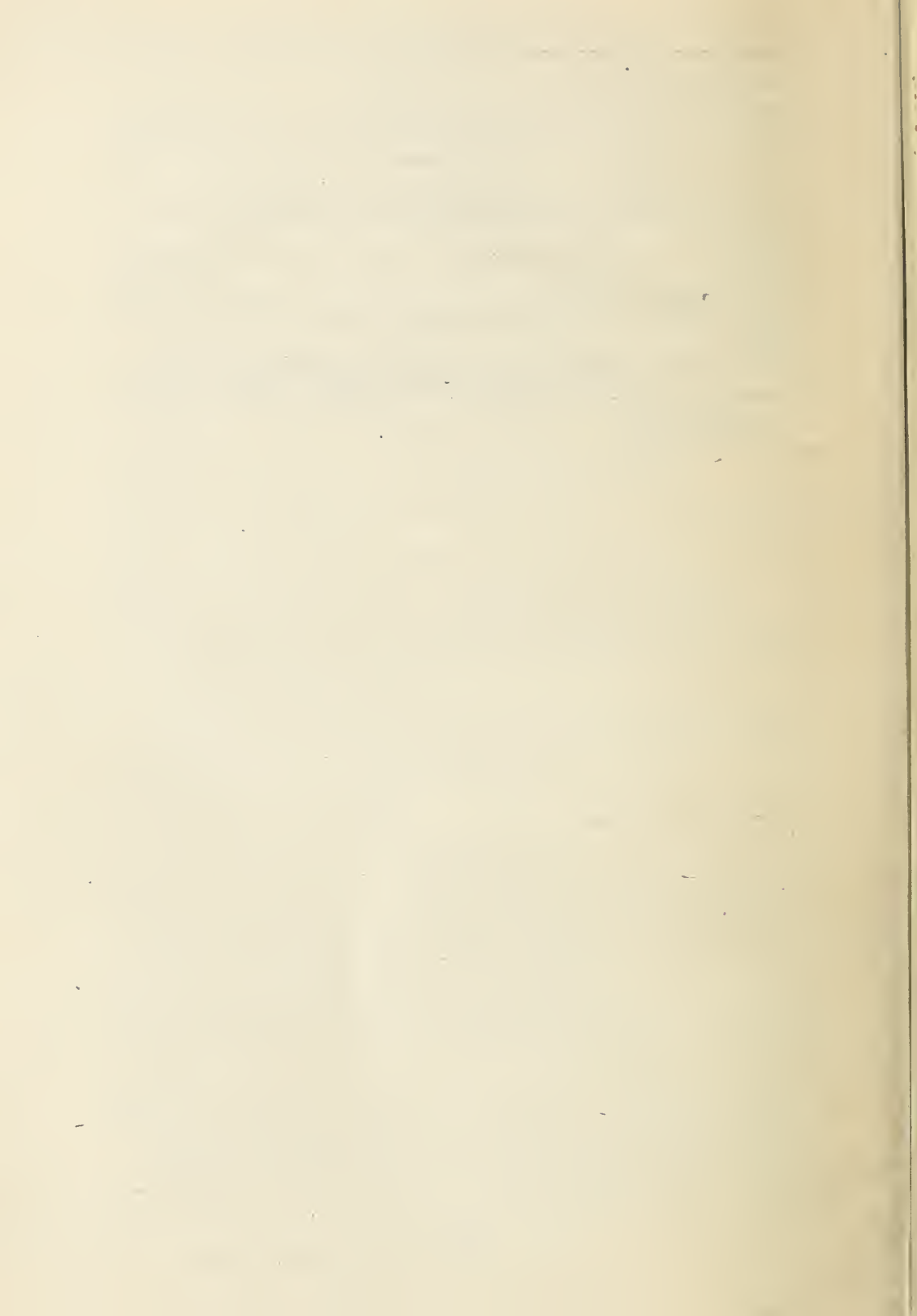
BETTER HEALTH—A SPEEDIER VICTORY THROUGH PROPER NUTRITION. Book VI.

APPENDICES to the Copy Platform Covering Proper Nutrition and Conservation of Food.

INFORMATION PROGRAM FOR THE RATIONING OF MEATS AND FATS. Book VIII.

THE BENEFITS OF PRICE CONTROL. OPA's Top Legal Price Plan.

INFORMATION BOOK FOR THE HOME FRONT PLEDGE. Office of Price Administration.



17727
A2F73

Reserve

A TOOLS FOR THE JOB

Materials for Use of Citizens' Food Information Committee
in the Food Fights for Freedom Program

In this envelope is your "kit of tools" for the job of mobilizing your community to make food fight for freedom. These are the materials mentioned on pages 7-9 of the Mobilization Guide. A supplemental order blank is enclosed in case other materials are needed, not ordered on the blank from your "Mobilization Guide".

ITEMS IN THIS KIT

1. Illustrated folder, "You Can Shorten the War with Food," reproduced on the two following pages in miniature. This is an 8-page, album style, 10 x 7-inch booklet for leaders to use in making home visits. Your supply should be ordered as indicated in the Mobilization Guide.
2. "Food Quiz" reproduced on the attached page following the illustrated folder. Your supply should be ordered as indicated in the Mobilization Guide. The Quiz may be left in homes by leaders.
3. The Information Program Booklet, "Food Fights for Freedom," containing basic facts about the program.
4. "Food Fights for Freedom in brief, a fact sheet" -- a summary (both sides of one sheet) of essential food facts, and facts about this campaign.
5. Slide-film script, "Food Fights for Freedom." The print of the film itself (film strip, silent, black-&-white still pictures for showing through projector on screen) should be ordered as indicated in Mobilization Guide if you have facilities to use it.
6. Training Guide to help in training leaders who will make home visits.
7. Suggested sample, or pattern, for a Calendar of Community Food Projects which might be prepared locally and used by the home visitors or otherwise.
8. "Your Newspapers, and Food Fights for Freedom," aids to your committee in local press activities (contains proof and mats of Food Fights for Freedom emblem).
9. Speech notes on "Food Fights for Freedom" to be adapted by local speakers.
10. Discussion guides on "Food Fights for Freedom."
11. Radio materials on "Food Fights for Freedom."
12. Things-to-do in the Community in the "Food Fights for Freedom" Program.

You
CAN SHORTEN THE WAR
WITH FOOD



PREPARED BY THE WAR FOOD ADMINISTRATION AND THE OFFICE OF PRICE ADMINISTRATION

Food can shorten the war if
EVERY POUND OF FOOD FIGHTS



MORE FOOD makes more Weapons



MORE FOOD makes Strong Fighters,
Speeds Victories, Brings Peace Sooner



CAN MAKE FOOD FIGHT
FOR FREEDOM

This IS WHAT YOU'RE WAITING FOR...



YOU CAN
**SPEED OUR
BOYS HOME**
WITH A WEAPON
ONLY YOU CAN USE
...FOOD

PRODUCE

V GARDENERS produced over 10 BILLION pounds
of food in 1943.
FARMERS broke all records for
the 7th year in a row but

WE NEED MORE FOOD WITH EVERY VICTORY

IF YOU LIVE IN TOWN

Plan your V-garden now.
Try to help on a farm
next summer.

IF YOU LIVE ON A FARM

Plan to meet your goals.



CONSERVE

MAKE YOUR FOOD GO FARTHER

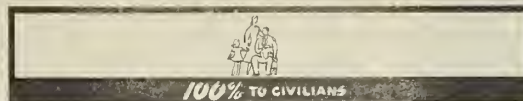


WE WASTE TWICE AS MUCH FOOD AS WE SEND OUR ALLIES

SHARE

**WITH YOUR NEIGHBORS,
FIGHTING MEN AND ALLIES**

PEACETIME FOOD SUPPLY (1935-1939)



WARTIME FOOD SUPPLY (1943)



FLASH...

Although the total food supply for civilians is as large as before the war, demand is so great certain items must be rationed.

PLAY SQUARE

I PAY NO MORE THAN TOP LEGAL PRICES

**KEEP THIS
PLEDGE**



YOU CAN END
Black Markets

**RATIONING
AND PRICE CONTROL
ARE TWIN GUARDS**

to keep your share of food within
the reach of your pocketbook

How well do you know
the war weapon you use three times a day?

Do you know that

Essential food requirements for civilians are set aside—a year in advance—just as for our armed forces and Allies?

Food production in this war has increased at a much faster rate than in the first World War?

Australia and New Zealand last year supplied American troops with nearly as much beef as we shipped to all other countries under Lend-Lease?

This year we will send our Allies less than 5 percent of our butter? Every victory strains our food supply, because the more fighting men we put in the field and the more people we liberate, the more food is needed?

We waste or lose one pound of food in four, and saving half of this would add more to our supply than we are sending our Allies this year?

Block markets cannot exist if everyone pays no more than top legal prices and buys only with his own valid ration coupons?

**MAKE USE OF THESE FACTS
WHEN YOU TALK ABOUT FOOD!**

For further information
On

• **FOOD RATIONING** SEE
WAR PRICE AND RATIONING
BOARD

• **FOOD PRICES** SEE
PRICE PANEL OF WAR PRICE AND
RATIONING BOARD

• **SELECTION
PREPARATION
CONSERVATION
PRESERVATION** SEE
NUTRITION COMMITTEE OR HOME
DEMONSTRATION AGENT

• **PLANNING V GARDENS** SEE
VICTORY GARDEN COMMITTEE

• **FARM PRODUCTION** SEE
COUNTY WAR BOARD MEMBERS

• **HELPING ON A FARM** SEE
COUNTY AGENT OR U. S. EMPLOY-
MENT SERVICE

THE FOOD QUIZ

Below is an actual size reproduction of the front and back of the "Food Quiz" to be left in homes by the leader who calls. It can be given to people at the close of food meetings, food demonstrations, etc. in communities which do not conduct home visits.

The quiz questions are printed in dark blue, the answers in red.

Orders for copies of the Food Quiz must be placed by the Food Committee Chairman. (See order blank in the Mobilization Guide or the one included in this kit.)

FOOD QUIZ

Do you know *your* war weapon—FOOD?

(Underline the answer which belongs in the blank space. The correct answers are on the other side.)

1. Compared with the average of pre-war years (1935-39), food production in 1943 is about.....
($\frac{1}{4}$ less, the same, $\frac{1}{2}$ more.)
2. Compared with pre-war, the total amount of food set aside for U.S. civilians in 1943 is.....
($\frac{1}{4}$ less, about the same, $\frac{1}{2}$ more.)
3. Of the total food supply this year, we are sending our allies through Lend-Lease about.....
($\frac{1}{10}$, $\frac{1}{4}$, $\frac{1}{2}$.)
4. Most of the food we send to Russia goes to..... (Women and children, the army, war workers.)
5. Our fighting men abroad require a food reserve of about..... (5 days, 2 weeks, 9 months.)
6. Compared with the average civilian, an American soldier eats..... ($\frac{1}{4}$ more, $1\frac{1}{2}$ times as much, 3 times as much.)
7. About..... of our food supply is wasted or lost every year. ($\frac{1}{10}$, $\frac{1}{4}$, $\frac{1}{2}$.)
8. Keeping down food costs is important for everyone, particularly for the..... million people whose incomes have not increased. (1, 8, 12, 20.)
9. One big reason for food price control is that the American people as a whole have..... to spend than there are things to buy. (Much more, much less.)
10. You can share food fairly through rationing if you..... (Use the right number of your own stamps, give expired stamps to your grocer, buy rationed goods without giving up stamps.)

16-00000-1

ANSWERS

to food quiz

1. $\frac{1}{2}$ more.
2. About the same.
3. $\frac{1}{10}$.
4. The Army.
5. 9 Months.
6. $1\frac{1}{2}$ times as much.
7. $\frac{1}{4}$.
8. 20.
9. Much more.
10. Use the right number of your own stamps.



TRY THIS QUIZ ON YOUR FAMILY

16-00000-1 GPO

**SUPPLEMENTAL
ORDER BLANK**

See other side for instructions
(Note: this is similar to the order blank
which was included in the Mobilization Guide)

Ship to: _____
Name _____

Address

City _____ State _____

Item

Number of
Copies

1. Illustrated folder, "You Can Shorten the War with Food".....
(Order enough for each canvasser.)
2. Quiz Sheet (Order enough for each home to be canvassed).....

Ask your Nutrition Committee before ordering items 3 - 9 and number these in order of your preference

3. NFG-4 National Wartime Nutrition Guide.....
4. AWI-2 Vitamins from Farm to You.....
5. AWI-3 Fight Food Waste in the Home.....
6. AWI-16 Cheese in Your Meals.....
7. AWI-47 Dried Peas and Beans in Wartime Meals.....
8. AWI-54 Green Vegetables in Wartime Meals.....
9. AWI-34 Fats in Wartime Meals.....

10. Slide film (film strip), "Food Fights for Freedom" (Be sure you can get a film strip projector before you order a print).

Check here
if you want
one copy
: :
: :

(Signed)

Chairman, Food Committee

City or County

State

How To Order

Address orders to:

Chief of Marketing Reports Division
Regional Office, Food Distribution Administration

Number and Street City State

This is the address ----

If your community is in these states--

150 Broadway,
New York 7, New York

Maine, New Hampshire, Vermont, New
York, Pennsylvania, Massachusetts,
Connecticut, Rhode Island, New
Jersey, West Virginia, Maryland,
Delaware, and District of Columbia.

5 South Wabash,
Chicago 3, Illinois

Wisconsin, Michigan, Illinois,
Indiana, and Ohio.

Western Union Building,
Atlanta 3, Georgia

Kentucky, Virginia, Tennessee, North
Carolina, South Carolina, Mississippi,
Alabama, Georgia, and Florida.

700 Old Colony Building,
Des Moines 7, Iowa

North Dakota, South Dakota, Nebraska,
Kansas, Minnesota, Iowa, and Missouri.

1536 Welton Street,
Denver 2, Colorado

Montana, Idaho, Wyoming, Utah,
Colorado, and New Mexico.

821 Market Street,
San Francisco 3, California

Washington, Oregon, California, Nevada,
and Arizona.

425 Wilson Building,
Dallas 1, Texas

Oklahoma, Texas, Arkansas, and
Louisiana.

FOOD FIGHTS FOR FREEDOM IN BRIEF
A Fact Sheet

Americans are asked in wartime to take various actions on food--to grow it, preserve it, conserve it, eat right, observe price and rationing rules. These appeals have been made piecemeal, without showing the reasons why all such actions are necessary to make food fight for a shorter war, a lasting peace.

Now, to tell the food story as a whole, government agencies join in asking citizens to carry on the Food Fights for Freedom program. The purpose is to engender understanding and respect for food as a weapon.

The for-the-duration food program gets under way with an intensive November (Food for Freedom Month) campaign built around Thanksgiving observance. Four government agencies are acting together--War Food Administration, Office of Price Administration, Office of Civilian Defense, Office of War Information.

The program has two "wings". One, a national press, magazine, radio, editorial and advertising support campaign, the War Advertising Council cooperating with government; the other, a community mobilization of citizens and organizations to study war food problems and inspire action to solve them.

For community mobilization, volunteer groups already active--OPA's Home Front Pledge committees, OCD's Consumer Committees, and WFA's Nutrition Committees--have been asked to combine in setting up widely representative Citizen's Food Information Committees with their own elected chairmen. Materials are available to aid the committee plans to mobilize the communities through home visits, mass meetings, organization meetings, other activities.

Goal No. 1 of the mobilization (and of the whole program) is to see that every citizen understands the basic facts about wartime food. Goal No. 2 is to inspire every citizen to do all in his power to carry out the appeals to action: PRODUCE AND CONSERVE, SHARE AND PLAY SQUARE.

Following is a brief of the facts from the basic information booklet, "Food Fights for Freedom:"

1. Food Production: Pre-war "surpluses" (resulting in large part from lack of cash to buy food) have disappeared; for the duration there cannot be enough for all requirements, even though food production has increased yearly for 8 years, set new records for 7 successive years, in 1943 is expected to be 5% over 1942 and 32% over the 1935-39 pre-war average. Next year's goal, 380 million acres, 16 million more than in 1943, is U.S.'s largest. Good soil is limited, so emphasis is on balance--right amounts of right things in right places. The program aims at increasing war food and fiber essentials without bringing inflationary dangers. Both war needs and vastly increased civilian buying power demand more food.
2. War Food Needs: Our armed forces get 13% of 1943's food; civilians 75%; Lend-Lease Allies, 10%; friendly neighbors, 2%. Military needs are large because average service men eat $1\frac{1}{2}$ times as much as civilians ($5\frac{1}{2}$ instead of $3\frac{3}{4}$ pounds). The Army's food reserve for men in U. S. is 3 months; for those abroad, 9 months. Lend-Lease food keeps English factories humming, English and Russian soldiers fighting. As we liberate more peoples, more of our food is needed to strengthen them to fight and to restore their own production.

(over)

3. Food and Increased Buying Power: Food production has so increased that the 75% of 1943 supply reserved for civilians equals the 100% civilians got in the average (1935-39) pre-war year. But America's purchasing power is up from 45 billions in 1932 to 140 billions in 1943--40 billion dollars more than there are goods and services to buy. Those who used to buy all the choice foods they wanted still try to do so; those who used to want more and better food now try to buy it because they have more money. To both, therefore, the food supply seems "short".

4. How Our Food Supply Is Allocated: In war, civilians, armed forces, allies, must be assured their food. Allocations are made by the War Food Administrator with the advice of boards representing Army, Navy, Lend-lease, civilians. Civilian Requirements Branch of Food Distribution Administration, WFA, presents the claim of our civilians. This claim is first in importance after the U. S. armed forces. Under no circumstances will food supplies be so divided that basic food requirements of U. S. civilians are not met.

5. Rationing, Price Control and Our Food: When supplies of popular foods, such as meat, butter, canned and dried fruits and vegetables, fell short of demand, we had 2 alternatives: (1) Do nothing--let those able to pay most or get to stores first buy all, or more than their share; (2) Ration these foods so everyone could have a fair share, and put a ceiling price on necessary foods so everyone would find a share within reach of his pocketbook.

6. Food Waste: It is estimated that 20 to 30% of the food produced in the U. S. every year is lost or wasted--on the farm, in transit, in wholesale or retail establishments, in restaurants and homes--mostly in bits and driblets. While much of this is unavoidable, if half could be prevented, it would be equal to adding to our supply as much food as we are sending our allies this year, almost as much as our armed forces get.

7. Adjusting Food Habits to War: Expecting comfortable stabilization of wartime food situations is wishful thinking. Uncertainties of weather, labor, machinery, transportation, make production unpredictable. Progress of the war--victories, defeats, numbers of men abroad, food ships lost--make needs variable. The result is, all of us find it necessary to change food habits, to put war demands first.

Call to Action

Americans, understanding these food facts, realizing food's crucial importance to victory, will act to make food fight for freedom. They will:

1. Produce more food of the right kinds, on farms and in Victory Gardens.
2. Conserve food, stop waste.
3. Preserve fresh and perishable foods.
4. Eat the right foods every day for health and strength.
5. Substitute plentiful for scarce foods in the diet.
6. Share through rationing, by refusing to buy or sell rationed foods without stamps for every point.
7. Help keep food costs down by paying or charging no more than top legal prices.
8. Take active part in community food projects, inspire other to do the same.
9. Put the war's food demands first, adjusting food habits to wartime conditions.

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Reserve SCRIPT FOR SLIDE FILM (FILM STRIP)

FOOD FIGHTS FOR FREEDOM

1. FOOD FIGHTS FOR FREEDOM (Title frame).
2. PRESENTED BY THE WAR FOOD ADMINISTRATION. . . . (Credit frame).
3. "THIS IS A STORY. . ." (Lettered frame).

Voice: This is a story of life and death that we tell today. . . .

4. SOLDIER GOING AWAY

Voice: This is a story told with 10 million different names, but with the same heartache. This is a story that begins with a parting, and when it will end, or whether it will end in a homecoming, no one can say.

5. CONVOY SCENE

Voice: The convoys carry our young men north and south, east and west, with their weapons, and their food -- and our pledge that we will do whatever will help to bring them back home.

6. FIGHTING SCENE

Voice: And at the ends of the convoy routes, where the fight for freedom goes on. . . . Well, not all of them will come home. Freedom is bought with a great price.

7. FAMILY READING MAIL

Voice: You know what you'd do to bring them home soon with victory and a free world in their hands -- you who open their V-mail letters. You who laugh at Joe's little joke -- and wonder if he's been all right since he wrote a week ago. Nothing would be too much to do, would it? Would the little ordinary, day-by-day things be too much?

8. "WAR" OVER FIGHTING SCENE

Voice: Yes, this is a story about war!

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9. "YOU" OVER FAMILY-MAIL SCENE

Voice: You!

10. "FOOD" OVER DISPLAY

Voice: And food! Food has been the secret weapon of this war, just because any one can see it everywhere, every day. A weapon that you have in your kitchen, on your plate, three times a day, but a weapon that fights for freedom. Food won battles in North Africa. Food saves lives wherever our men fight.

11. SOLDIERS EATING

Voice: Whether it's in the cold, foggy Aleutians, on the desert, or in the steaming jungles, our food backs up our fighting men. They need half again as much as average civilians -- and they get it. For each man quartered in America, the army keeps a 3-months food reserve; for each man abroad, 9-months. To feed our armed forces this year takes 13 percent of our food production.

12. LOADING SHIP

Voice: Every pound of food we ship to our Allies helps to keep English armament factories humming, helps to keep British and Russian soldiers keen with fighting edge, helps to bring victory nearer. Ten percent of our 1943 food supply is ear-marked for our Lend-Lease Allies. In return, many of our men are fed by reverse Lend-Lease from Australia and New Zealand in the South Pacific, for instance.

13. FEEDING LIBERATED PEOPLE

Voice: Every pound of food we send to the peoples we liberate helps rebuild their strength and their will to fight beside us, and hastens the day when the fighting will end. The whisper runs through the underground. "The Nazis steal our food, starve our children. The Allies bring food, help us start to feed ourselves again." Food is a secret weapon.

14. TROOP SHIP RETURNING

Voice: If the Armistice of 1918 had come one day sooner, 3,000 more Americans would have lived to sail home. The people of this Nation can produce and use the weapon of food to save lives, to win victory sooner, to start the ships bringing our men home. You can help fight by making food fight. A soldier's life depends upon how well he knows his weapon. That same soldier's life may depend upon how well you understand the weapon of food, and how well you use it. Here are the things to understand about food, and the things to do about food. . . .

15. PRODUCE (this is a lettered frame)

Voice: Produce. Produce all the food you can.

16. FARMER

Voice: Each year for seven years, our farmers have set new production records. In 1943, handicapped by flood and drought, and by shortages of men and machines inevitable in a country at war, they lifted food production above even the bumper harvest of 1942. In 1944, they will be shooting at a goal of 380 million acres, more acres than America ever planted before. But there is a limit to what farmers can do. A limit of land, of men, of machines.

17. GIRL HARVESTING

Voice: Many city men and women, and boys and girls, have been helping to get the harvests in. Many more will be needed next year. If you can help on a farm or in a food processing plant, for a few days, or a month, or for the duration, be ready to enlist in the U. S. Crop Corps when the call is issued by the local County Agricultural Agent or the U. S. Employment Service.

18. VICTORY GARDEN

Voice: When you plant a Victory Garden, you are helping to swell the total of food production. In 1943, twenty million Victory Gardens produced 10 billion pounds of food. We will need more each year until the war ends.

19. CONSERVE (this is a lettered frame)

Voice: But the utmost production we can get will not meet all the demands for food in a world at war. We can make our supply go further by conserving food.

20. WOMAN PLANNING MEAL

Voice: We can make the most of our food by knowing what to eat to build health and strength. Meals planned to include foods from each of the seven basic food groups shown in the National Wartime Nutrition Guide will guard health and make use of plentiful instead of scarce foods, without loss of nutritional values.

21. FOOD DEMONSTRATION

Voice: Not only through printed materials, but in food demonstrations as well, thousands of women are studying food -- how to get the most in energy and health-giving vitamins and minerals to build bone and muscle.

22. PANTRY SCENE

Voice: Millions of jars of fresh, perishable foods were canned at home this year. Millions more will be needed next year. Home canning, storing, drying, brining -- these add to the total food supply, ease processing and transportation pinches, and release commercially processed foods for overseas shipment or for use by those who must depend upon them in the cities.

23. FOOD INTO REFRIGERATOR

Voice: Nothing that can be used should be wasted. Can leftovers win a battle? You should have asked Washington's men at Valley Forge. You should have asked MacArthur's men at Bataan.

24. GARBAGE TRUCK

Voice: Not all of it can be saved, but between the plow and the plate, 20 to 30 percent of America's food supply is lost or wasted each year. Saving half of that would be like adding enough to our food supply to feed our armed forces, or more than enough to feed our Allies, in 1943. The weapons of victory, thrown into the garbage can.

25. SHARE (this is a lettered frame)

Voice: We will share our food, understanding the need to make it fight on many fronts.

26. PICTOCHART

Voice: As the chart shows, production has been so increased that there is as much food for civilians to share now, as there was in the years just before the war. The food supply is allocated among army, navy, civilians, Lend-Lease, liberated peoples, and friendly neighbors by the War Food Administrator with the advice of boards representing all the claimants. The Civilian Requirements branch of the Food Distribution Administration presents the civilian needs, which are regarded as second only to the needs of our armed forces. Under no circumstances will the food supply be so divided that the basic needs of civilians will not be met.

27. SHIPYARD SCENE

Voice: But this Nation is working hard. Millions would like to buy more and tastier foods than ever before. They have the money to do so -- millions of dollars more buying power than there are goods and services to buy. Should we use this money to bid against each other, higher and higher, for bigger shares a food supply which can not be large enough to satisfy all our desires plus our war needs? Or should we find a way to share?

28. RATION POSTER

Voice: We did find a way to share. To make sure that the goods in greatest demand are divided fairly, they are rationed. A share for each, not just for those who might get to the store first, or be able to pay the most.

29. PLAY SQUARE (this is a lettered frame)

Voice: The fourth thing to do about food is to play square with it, putting the war's demand's first. In the bomber crew, the gun crew, the combat team, every soldier plays square, does his full part. In that kind of square teamwork, there and at home, lies victory.

30. GROCERY STORE SCENE

Voice: The way we use our ration stamps and watch the price ceilings, on both sides of the counter, can be a measure of patriotism. Rationing and price control are twin guards to keep our share of food within reach of our pocketbooks. . . and within reach of the families of service men and others of the 20 million whose incomes have not gone up. This is the Home Front Pledge: "I pay no more than top legal prices. I accept no rationed goods without giving up ration stamps."

31. PRODUCE, Conserve, SHARE, PLAY SQUARE (this is a lettered frame)

Voice: Produce, conserve, share, play square -- four simple, every-day things to do with and about food. No one by itself is enough; not one can be left out, if we want to use the weapon of food against the Axis with most deadly effect.

32. SOLDIER COMING HOME

Voice: This is a story of life and death, of war, and you, and food. This is a story that began with a parting. We can help it end in home-coming.

33. FLAG AND EMBLEM

END

THINGS TO DO

These are just to get your thinker started. You may wish to use any or all of them or develop a dozen other projects you scheme up yourself. The main thing is -- get people interested, get them working together, get them to learning the things they should know. Such activities usually result automatically in publicity and word-of-mouth mention, and you'll find 100 people helping where one was carrying on the day before.

1. Set up an Information Booth in some centrally located store or office, with people in charge who are competent to answer questions on the various phases of the production and conservation of food and rationing and price control, or who know where to secure the answers to such questions.
2. Arrange for "cooking school" demonstrations that are designed to illustrate proper dietary planning which take into account rationing and price control, as well as the maximum use of locally plentiful foods. Make sure the people running the "school" are furnished adequate material on the Food Fights for Freedom program.
3. Arrange for development and presentation of dramatic skits written locally. This could be on a school, church, club or community basis. A contest could be a part of the plan, with an award for the best skit.
4. Arrange with art classes in the schools to produce posters on the various phases of the campaign, and with stores and the public library, clinics, and other frequented places to exhibit them. Schools or stores could sponsor poster contests, with prizes awarded in special Food Fights for Freedom ceremonies in November. Newspapers will be interested in the first announcement of poster or skit contests, in the development of the contests and in the outcome. Many papers may wish to publish photos of winning skits or posters.
5. Set up a "thermometer" in a conspicuous place in the heart of the city on which daily progress can be registered toward a set goal: for example, households reached by home visits. Any clever variations of the "thermometer" device will add interest.
6. Letter or essay contests among school children on "How My Family Is Making Food Fight for Freedom" should be successful.
7. Home economics instructors and students working in high school and college cafeterias are usually very cooperative, and not averse to favorable publicity for their efforts. They might feature "Victory" menus for November. Papers might be willing to run a feature story, perhaps with pictures, in connection with such an endeavor.

(Over)

8. Regular restaurants might be induced to do something along the Victory menu lines.

9. Boy scouts, Camp Fire Girls, etc., might make stencils of the faces of Hitler and Hirohito, then get permission from housewives, restaurant operators, dieticians of institutional kitchens, etc., to paint the likenesses of the dictators on garbage cans, along with some such caption as "Feed me well and prolong the war."

10. Small exhibits for schools, meetings, etc., are often easy to build and give a true fact picture to a lot of people in a hurry. Under "Window Displays" elsewhere in this kit you will find some ideas that might be built into small exhibits. High school home economics classes should be able to work out excellent material on the CONSERVE theme, including nutrition-in-wartime aspects, and fine arts and mechanical arts departments can whip up nice looking exhibits by coordinating their efforts. Exhibits on the PLAY SQUARE theme might be suggested by War Price and Rationing Board members of the Food Committee, for development by clubs or other groups.

WINDOW EXHIBITS

On the back of this page are sketches of two suggested window exhibits. These could be prepared inexpensively. With more expenditure, larger stores could well develop novel and forceful displays to attract the attention of passers-by to the facts about how Food Fights for Freedom. When stores can tie their own merchandise into the display, so much the better.

Many stores, particularly food stores, will have received Food Fights for Freedom posters by November 1. These posters can be used as a background for simple or elaborate displays. The larger retailers will have received a copy of the Retailers War Campaign Calendar for November, which emphasizes suggestions for displays on the Food Fights program. When merchants realize that the community is mobilizing behind the program, they will be eager to participate.

Some additional ideas for window displays:

Dress female window dummies in shopping clothes, with baskets of food on the arms, and copy on the wall emphasizing any or all phases of the program.

Or, dress both male and female figures in factory clothes, and have the copy point out the extra importance of food to the extra busy civilians in the nation (and lead into material about the program.)

Or, if the store sells army clothes, a realistic scene could be set up of soldiers eating emergency rations, with copy about Food Fights for Freedom.

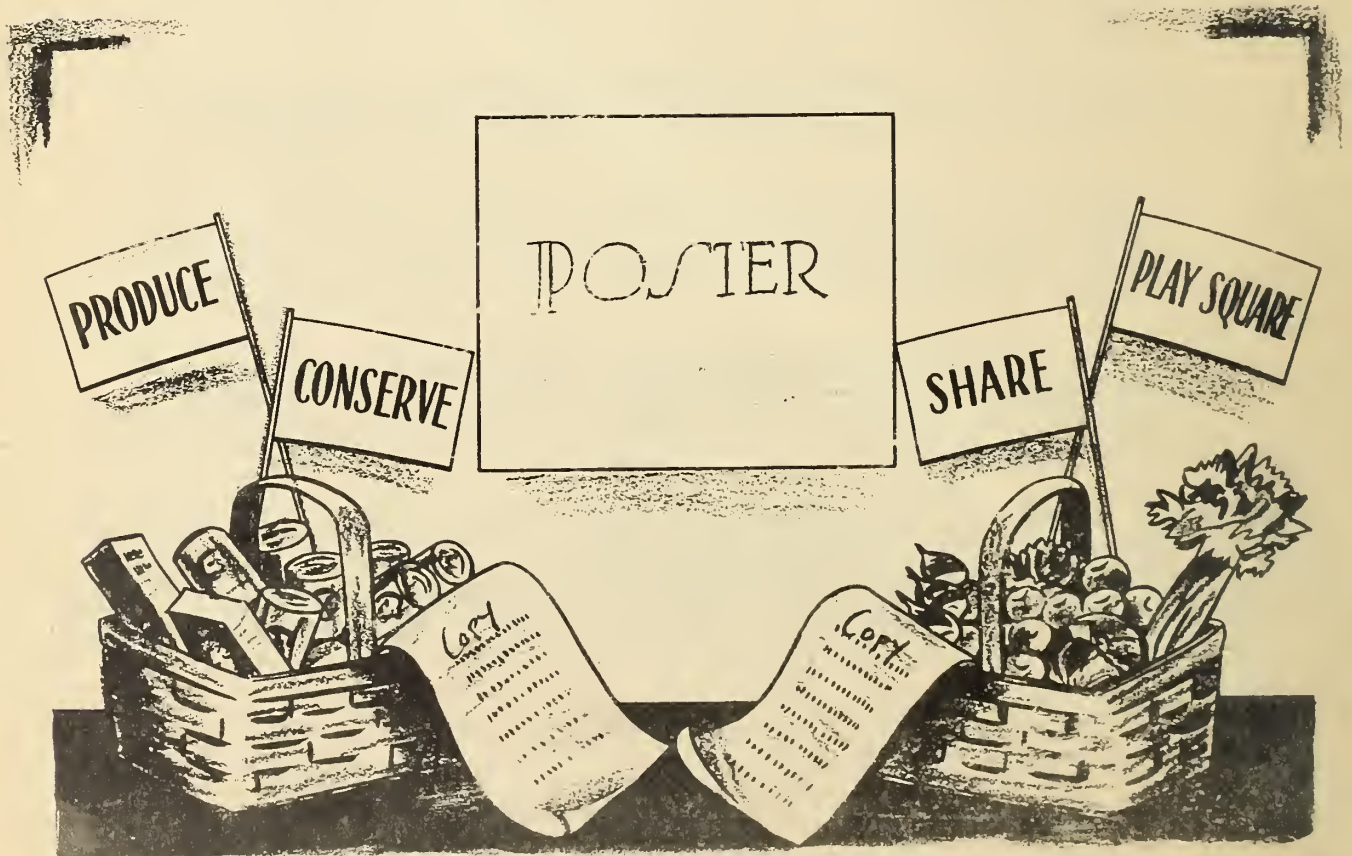
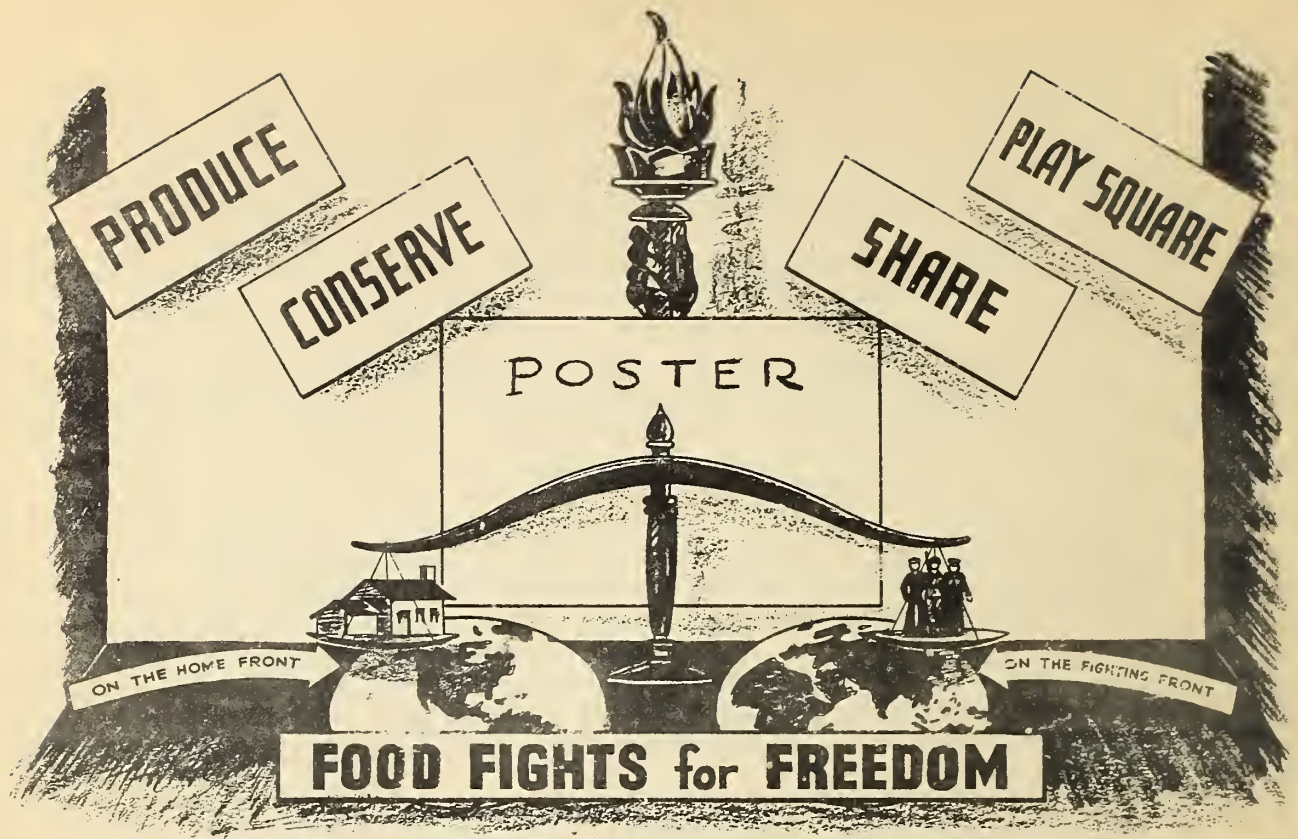
Farm equipment or hardware dealers could have a display along the lines of, "These are the tools that produce the greatest war weapon - FOOD."

Food stores and restaurants could feature nutritional exhibits of the Basic 7 foods, with the Basic 7 chart in the background, and copy which ties into the Food Fights for Freedom program.

A shoe store could display a soldier's shoes, gun, helmet, cartridge belt, and a sign saying: "If you were in HIS shoes, you would have a new feeling about FOOD, etc.", with copy leading into the program.

A drug store could have a nutrition display, with a sign saying something like, "We're mighty happy to help you with medicines when you get sick, but we'd be happier if you'd all EAT JUST RIGHT and keep healthier."

A hundred other ideas can be developed for these stores, and for other types of stores. One member of the Food Committee might be made especially responsible for contacting the merchants of the community and assisting them in planning window displays, or supplying them with program material on which to base displays.



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Reserve

RADIO MATERIALS
for
FOOD FIGHTS FOR FREEDOM

In this part of the kit are five outlines for radio talks and two complete scripts which may be used in developing local radio programs sponsored by the Food Information Committee.

The Radio Talk Outlines

1. Produce Food for Freedom
2. Conserve Food for Freedom
3. Share the Food
4. Play Square with Food
5. Food Works and Fights for Freedom

The Complete Radio Scripts

1. Food Fights for Freedom (the overall food picture).
2. Food Makes History (a sample dramatization).

General Radio Suggestions

1. Use the outlines only for suggestion and guidance. Select what you need for a particular local broadcast. Fill in with local facts, incidents, personalities. Adapt freely.
2. Center on the idea of the program in each case, but suggest the total Food Fights for Freedom program; a principal purpose of the whole food program is to tell the story as a whole, with each part in perspective.
3. Further factual material for adapting the talks or outlines can be found in the Information Program booklet, "Food Fights for Freedom."
4. You'll be glad for all the cooperation possible from your local station in producing your programs, particularly if you venture into dramatization; help the station by yourself planning carefully and well in advance.

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OUTLINE NO. 1. PRODUCE FOOD FOR FREEDOM

I. Facts About 1943 Food Production. (for additional facts see pages 4, 5, 6, and 7 of the "Food Fights for Freedom" Information Program booklet.)

Farmers won their 1943 battle of production. For the seventh successive year they broke all previous food production records. This was no accident. It didn't just happen. Of the many contributing factors the following were outstanding.

- A. Joint action was the farmers' "secret weapon." Each farmer -- anxious to produce to the maximum -- was able to join his own production efforts with the efforts of the 6 million other American farmers. Through a neighboring farmer, his AAA community committeeman, he found out about Uncle Sam's over-all food needs, and about what other farmers could be expected to produce. With this information at hand, he was able to draw up a plan of production for his own farm before planting time, and he knew that this plan represented his share of the big production job. It served him as an operating guide throughout the season.
- B. Through conservation farming farmers increase per-acre yields. Conservation work of the last ten years paid dividends in 1943. Farm land was built up for heavy production, and farmers had learned what conservation practices would increase yields immediately. Consequently, per-acre yields for the nation as a whole in 1943 were considerably higher than normal. (Since the conservation program was put into operation in 1936, yields have been on a consistent increase. The 1937 yields, for example, were 18 percent higher than the 10 year average, 1923-1932. In 1938 and 1939 yields were 14 percent above the average. In 1940 there was further increase to 20 percent above the average; in 1941 to 22 percent above and in 1942 to 37 percent.) Improved seed varieties and favorable growing weather contributed to the increased per-acre yields, but a large part of the increase can be traced directly to conservation methods of farming.
- C. Resourcefulness saved the day on many farms. The large 1943 production was in part the result of farmer resourcefulness and ingenuity in getting around wartime handicaps. In some areas wet weather delayed the planting season and farmers did a month's work in a week's time. In many places machines were operated 24 hours a day in around-the-clock shifts. Through resourcefulness many seemingly insurmountable problems were solved.

II. What's Ahead for 1944. (for additional facts see pages 7, 8, and 9 of the "Food Fights for Freedom" Information Program booklet.)

For 1944 farmers are again being asked to increase total food production. They are asked to plant to crops 380 million acres of land -- the largest acreage in history. This is about 16 million acres more than was planted in 1943. Because good soil is limited, great emphasis must be placed on growing the right amounts of the right things in the right places. An

increase in total acreage can help, but it will by no means solve our food production problem. Of the many ways towns-people can help with this production job, two are most outstanding.

- A. Grow more Victory Gardens. The number of victory gardens was boosted from 15,000,000 in 1942 to 21,000,000 in 1943. It is estimated that the victory gardens in 1943 produced about $10\frac{1}{2}$ billion pounds of food. Many families have food from their gardens canned for use this winter. The food from these victory gardens has added considerably to our total food supply in 1943, and still more will be needed in 1944.
- B. Volunteers to work on farms in 1944. Thousands of men, women, boys, and girls from town helped work on farms in 1943, or in canneries or other food plants. Some worked several months, and others worked a few weeks. Many worked only a few days, or only a few hours a day. But thousands were ready and willing to work when the call came for emergency help in their communities. These people made a worth while contribution to food production in 1943, and that type of help will again be needed in 1944.

OUTLINE NO. 2. CONSERVE FOOD FOR FREEDOM

I. If the Announcer began by saying: "I have just received a bulletin announcing the destruction of 75 million pounds of American food":

A. Such news would come as a terrible shock.

1. Enough food to feed an army--wasted!

2. You would want to know, how did it happen?

B. How it happens is even more shocking.

1. 75 million pounds of food are lost in millions of American homes, including yours and mine, in only one day!

a. In one year, we Americans throw into our garbage pails 14,000,000 tons of food.

(1). This is about 15 percent of all the food we bought for our families to eat.

2. This food waste isn't all.

a. Total food waste--from farm to garbage can--is estimated to amount to 20 to 30 percent of all the food we produce.

II. Waste of food in time of war, when we need every ounce so badly, is sabotage.

A. Not all can be food producers, but every one in this city can be food savers.

B. Purpose of this program is to mobilize every citizen in town to fight food waste.

III. Here are some questions that listeners may want to ask as to how they can help fight against food waste.

A. How is this food wasted in the home?

1. The waste is in little bits and dribblets.

a. If every American had saved half an ounce of butter a week--one tablespoon full--it would have provided enough butter for our entire armed forces in 1942.

b. One slice of bread wasted by each American family each week--and the average is higher--would mean 2 million loaves a week--a total of 100,000,000 loaves each year.

(1). What would the hungry children of Athens of Chungking give for those 100 million loaves?

c. The average family throws away three meals in every week, or one day's food a week.

(Over)

- (1). The garbage pail is treated as a special guest, often getting the best vitamins and nutrients.
2. The food we waste is often the most nutritious part.
 - a. Parsley garnish, skins of fruits and vegetables, meat juices, water from cooked spinach, cabbage, and other vegetables, full of vitamins and minerals are often discarded.
 - b. Best tops are more nutritious than roots, and seldom used.
 - c. In peeling potatoes, we are robbing them of one-tenth or one-quarter of their vitamin and mineral value.
 - (1). Boiling potatoes with jackets on, or baking potatoes and eating skins and all, are the best ways to save potatoes.
 - d. There are special ways to prepare potatoes and such foods as beet tops to make them desired dishes in the home, while preserving the food values, without too much waste.
 - (1). Water from cooked spinach, cabbage and so on contains high mineral content which can be saved by proper use such as adding to soup for flavor.
3. A visit to the garbage disposal dump at _____ in our town will make this food waste vivid for you.
 (Note: A remote broadcast from such a plant, with a report on the kind of food found there wasted, would make for showmanship.)
 - a. In 247 cities, garbage studies revealed that garbage contains an average of 300 pounds of food per year per person--of which 225 pounds is edible food, before being consigned to the can.
 - (1). One quarter of the food in our garbage dumps consists of green vegetables, a major source of vitamins necessary to health and strength.
4. Do you throw away a fourth of your green vegetables?
 - a. What about outer leaves of lettuce and cabbage? or shrivelled carrots? or the top leaves of celery, turnips, and beets? or the cores of cabbage and celery, usable in soup making?
5. Do you plan meals carefully so that all food is eaten and little spoils?
 - a. Do you use leftovers? Buy no more than you need at one time? Cook to get the most from your food?
6. Does every member of your family clean his plate for every meal? Or do you give too large portions to make sure that all necessary food is eaten, and none left on the plate?

(More)

IV. Let's form a "Clean Plate Club" in this community, unexclusive; for everybody.

A. The only dues are a clean plate after every meal.

B. The first rule in our fight against waste should be--Eat Every Bite.

(1). Eat every crust of bread and every little leftover.

(2). Serve just the amount each needs and will eat.

(3). Buy, cook and use just the amount needed, so that no scraps of food spoil and none are thrown out needlessly.

OUTLINE NO. 3 "SHARE THE FOOD"

Material for amplification of this outline is contained in the booklet "Food Fights for Freedom", a copy of which is included in this kit. References are made in the outline to page numbers in the handbook.

I. MAIN BACKGROUND POINTS

- A. There is no general food shortage. Total food supplies are adequate. America will not go hungry.
- B. But because of the war emergency we have unusual demands on our food supply which make it necessary to share (FFF Page 20) (although food production has hit higher levels during the war years than ever before - FFF Page 6).
 1. Sharers include:
 - a. America's Armed Forces, fighting in practically every quarter of the globe (FFF pp. 9-11).
 - b. Civilians in the United States (FFF p. 18).
 - c. The Armed Forces and civilians of our Allies -- Lend-Lease cooperators (FFF pp. 11-14).
 - d. Civilians of other friendly nations (FFF p. 18).
 - e. Civilians in countries freed from the Axis (this demand will increase as we drive the Axis out of additional territories) (FFF pp. 14-18).
- C. This doesn't mean that one group in the above list is more important than another. Each group must be fed according to its needs. It doesn't mean that civilians here at home take the leavings or "sit at the second table." Food maintains civilian health, morale, and production. But it does indicate the necessity of sharing instead of grabbing, and it does indicate the complexity of allocation and distribution of food (FFF pp. 20-21).
- D. It should be pointed out in each radio treatment that "Share" is only one of four "guides to action." The others are "Produce, Conserve and Play Square." (FFF p. 34).

II. HOW WE CAN SHARE

- A. Through rationing--which aims at giving everyone his fair share of the available supplies.--If food were unrationed, folks with most money to spend would get more than their share, folks with limited budgets might not get enough. (FFF pp. 18-20).
- B. By accepting rationing cheerfully and willingly; by using less customary foods with similar food values instead of items less plentiful. (FFF pp. 21-24 and 26).

(Over)

- C. Sharing does not mean sharing ration stamps. Persons who eat at restaurants or persons who raise their own food and thus have ration stamps they don't need should destroy them--not give them to friends. This is a strong point. Giving away ration stamps gives some people more than their share, and may aid black market operations. (FFF p. 22).
- D. Farmers as well as city people can share. They can share machinery and labor with each other.
- E. By refusing to hoard unrationed foods. Hoarding, often brought about by heeding unfounded rumors, makes shortages that otherwise might not develop.

OUTLINE NO. 4. PLAY SQUARE WITH FOOD

- I. You have seen the Food Fights for Freedom emblem in ads, in store-windows, and homes of our town.
 - A. That emblem of the hand of Uncle Sam, holding a food basket, contains four important words: PRODUCE, CONSERVE, SHARE, AND PLAY SQUARE.
 1. This series of radio programs is designed to explain what each of these words mean in that emblem.
 - B. For example, what does "Play Square" mean?
 1. Play square with what and whom?
- II. We play square with food.
 - A. We are being asked to so use our food that others, too, may have their share.
- III. You play square with two people:
 - A. Some boy fighting for your freedom at the front.
 1. You can so use your food that these fighting men get the share of food they must have to maintain fighting strength.
 2. You can learn to use alternates for the scarce foods needed mostly by our fighting men.
 - B. Some neighbor of yours:
 1. You can so use your food that your neighbor gets his full and fair share.
 2. You can see to it that you do not take more than your fair and equal share of our food.
- IV. How do we play square with our fighting men and our neighbors by using food?
 - A. You play square with food by abiding by the food rules, which are set up to give every person his full and fair share of available food. These rules are:
 1. Give up the right number of ration points when you buy rationed food.
 2. Pay no more than top legal prices.
- V. Many people ask, "Why play square now when we're winning the war?; Aren't these rules out of date now? Can't we relax now?"

(Over)

- A. The answer in this case is "no"; now is the very time when we must produce and save and share more food.
- B. Victories and more victories mean greater and greater demand on our food supply.
 - 1. More and more of our fighting men are going across the sea, to fight abroad, with every passing day, and they must be fed.
 - a. The average soldier abroad requires a nine-month supply of food in reserve, shipped along with him, as compared with a three-month supply which he needs when quartered in this country.
 - 2. More and more countries are being occupied, and more liberated peoples must be fed, and helped to restore their own production.
 - a. The more food that we can send to occupied territory to feed people living there, the more we encourage others to revolt against the Axis; food is a weapon for victory.

C. Consequently, we must pull our belts tighter, not relax.

- 1. We must produce more food not less, conserve more food not less, save more food not less, share more food, and play square with the rules, as never before.
 - a. Every bit of food that we add to the common supply is one more bite that we send abroad to fight for freedom -- one more bite to help beat Hitler.

D. When you break the food rules, and take food away from your neighbor by getting more than your share, you not only don't play square; you take food away from the boys at the front, you cheat them too -- you may prolong the war; you keep that much food from being used as a weapon for victory; you may cause the lives of good American boys to be lost, because the war is prolonged; and you postpone too long the time when our sons and daughters can come marching home again.

VI. Failing to Play Square by observing legal food prices and food rationing harms our war use of food in the Fight for Freedom.

- A. It upsets regular food distribution and marketing, or it boosts prices to illegal levels, and makes it difficult for our armed forces to buy food in the amount they need, when they need it. This does not play square with our soldiers.

(More)

B. When citizens or storekeepers are not able to obtain their share of the food, the community loses necessary wartime morale; people are dissatisfied and the home front is less united.

1. War production may suffer.

2. The cost of living in each community goes up.

a. Many families in low income groups or those whose incomes have not materially increased (20 million Americans) can not afford to buy the food they should have for health and strength.

b. That must not happen in our community.

3. Workers have reason to ask for more wages if prices are forced up through illegal price rises.

a. This results in a divided home front, strikes, and internal dissension.

b. We don't want that to happen here.

VII. Unless we play square with rationing:

A. A comparatively few people with the most money and the most time to shop will get more than their fair share and the majority will get only what is left.

B. Many retail businessmen will be forced out of business because the black market will drain off our supplies and they will have nothing to sell.

VIII. Unless we play square with price control:

A. Prices on many necessary foods, particularly foods in short supply, as well as popular foods which can be alternated for them, will skyrocket out of reach of millions of our citizens.

1. For example, from August 1939 to May 1943, food prices rose 53 percent -- the "dollar's worth" of groceries fell to 65 cents' worth.

a. The total cost of living, with food the most important item, rose 27 percent in this same period.

2. It was not until after we obtained dollars and cents ceiling prices, in May 1943, that food prices for the first time during the war began to decline, demonstrating that food costs can be stabilized in wartime.

B. Let's keep the cost of living down in our community by playing square.

(Over)

IX. If we all work together to play square, we can make price control work, as proved in the Home Front Pledge campaign.

A. In New Orleans, for example, food costs went down 5 percent after citizens joined in a community campaign to enforce the Home Front Pledge -- to pay no more than top legal prices and accept no rationed food without giving up ration points. They pledged themselves to play square with food.

B. This is the way we can keep down the cost of living in wartime -- Play Square -- take only the share of food we are entitled to have, and no more.

X. This is the American idea of fair play in wartime.

A. Play Square with our food. Give every one his fair share.

RADIO OUTLINE NO. 5 FOOD WORKS AND FIGHTS FOR FREEDOM

I. Soldiers of Production must be well fed so that ammunition, ships and planes, needed in the Fight for Freedom, may reach the soldiers on the battle fronts. Food works and fights for freedom.

A. Good food means good work.

1. Production increased 10% in first two weeks after Avondale Mills, in Alabama set up government recommended food service.
2. Accidents were out in an East Pittsburgh plant 30% when between meal snacks of good foods were given the workers.
3. Errors decreased 8% in one plant when fruit juices, fruit or milk were served in mid-morning and mid-afternoon.

II. Millions of workers must depend upon the food they can get at their place of work.

(NOTE: Desirable to cite local facts on war industries and problems.)

A. Industrial areas are crowded. Work goes on day and night.

1. Workers on the night shift, the swing shift, the day shift are finding restaurants overcrowded, closed, or too far away from their place of work.
2. Women are going into war work in increasing numbers. They have less time for food planning, shopping and preparation.
3. This means more factory cafeterias, rolling food wagons, lunch stands and packed lunches. It means the kind of food in lunches that keeps eyes clear, hands steady -- that keeps a worker off the sick list and on the assembly line giving his best to his task in the Fight for Freedom.

III. The Government is urging more in-plant feeding. It provides advisory service with an on-the-ground study of needs, through the FDA Regional offices.

A. American ingenuity is being shown by management in meeting this increasing need for in-plant feeding, but more plants now need to provide food service

(NOTE: Cite local experience or industrial feeding plans.)

1. In a great shipyard today, derricks swing lunch stands and food from kitchens to the men building the ships.
2. In a plant where planes are being built that will wing their way to Victory, a fleet of mobile food wagons whisks a balanced lunch to men and women working for freedom.

(over)

3. Like the old chuck wagons, fleets of food-laden trucks in a New England city, roll out from a central commissary to serve workers in small plants a lunch that has what it takes to make what it takes for Victory.

IV. In cafeterias as big as banquet halls, on trays brought to the work bench, on rolling wagons and from lunch boxes, workers on the production line can get the food they need.

- A. There will be food enough for workers, not luxury foods, but foods from the Basic 7 groups for good nutrition.
 1. Eat a lunch that packs a punch! That's the slogan on the Government's new posters for factories. A cold lunch is as nutritious as a hot one if it contains the right foods for health and meets at least $\frac{1}{3}$ of the daily food needs.
 2. A good hot lunch that packs a punch contains meat or a meat alternate, potato and a green or yellow vegetable or salad, milk or milk dessert, fruit or fruit juice.
 3. Providing lunches containing special food values at special prices served to workers in the plant is a practical way to help soldiers of production help the fight for freedom.
 4. For those who must depend on packed lunches, there's a kitchen chart that will help the homemaker pack a lunch that packs a punch. Many plants are providing these to their workers.

SCRIPT NO. 1

WHAT EVERY AMERICAN SHOULD KNOW ABOUT

OUR FOOD SUPPLY IN WARTIME

Based on information in "Food Fights for Freedom," booklet.

--ooOoo--

ANNOUNCER: The month of November -- "Food for Freedom" month -- has been set aside by our Government as a time when we should learn all that we can about our food supply. All of us want to do our part in the job of making food "fight for freedom." How well we do our job depends upon how well we understand the facts about food in wartime. So today I've asked Mr. Blank, of the _____, to answer five questions I have here about our food supply.

I believe, Mr. Blank, that these are some of the questions many other citizens may be wondering about these days.

MR. BLANK: All right, Mr. (Announcer). What's the first question on your list?

ANNOUNCER: My first question is this: "How much food is America producing?"

BLANK: More than ever before in our history.

ANNOUNCER: But we never seem to have enough -- for all the people who want food.

BLANK: As long as the war lasts, we never will have enough. But we'll come back to this question. What's the next one?

ANNOUNCER: Second, I want to know how much of our total food supply goes to the armed forces, how much to England and Russia under lend-lease, how much to the people in the liberated countries.

BLANK: And your third question?

ANNOUNCER: I know that last year more people had more money than ever before to spend for food -- if they could get the food. So my third question is this: "How does increased purchasing power affect the food supply?" Fourth, I want to know how our food supply is allocated. How it's divided, between war uses and civilians, and who does the dividing? And finally, I'd like to know why it's necessary to make so many sudden adjustments these days, so far as food is concerned.

BLANK: By the time we're through with the first four, I think you'll have the answer to the last one.

Now let's begin with your first question. You want to know just how much food America is producing.

ANNOUNCER: And your answer to that -- America is producing more food than ever before in our history.

BLANK: But when you hear that statement, remember this: For the duration of the war, no matter how much food we produce, we will always need more. Demand will always exceed supply. A good many people have always had the notion that there would always be all the food that anybody would want -- if he had the money to buy it. However, such a belief is simply not so.

ANNOUNCER: Food doesn't "just happen" -- in peace or in war.

BLANK: Food doesn't just happen. It can be produced only by careful thought and advance planning, long hours, and back-breaking work. It's hard for some people to realize what a tremendous job the farmers have accomplished in the past few years. In 1937, they set a new record for food output. Every year since then, they've pushed that record higher and higher. In 1942, they produced 26 percent more food than the 5-year average before the war.

ANNOUNCER: And for 1943?

BLANK: Our total food production, for 1943, including livestock, will beat all records. For 1944, -- Well, I've heard it said that the real farm goals are "whatever it takes." As I said before, as long as the war lasts -- no matter how much food America produces -- we'll always need more. So there, in brief, are the facts about food production.

ANNOUNCER: Then we're ready for the second question: "How much of our tremendous food supply goes for war purposes?"

BLANK: Let's begin with the armed forces. As you probably know, the average soldier or sailor eats half again as much as the average civilian.

ANNOUNCER: We all agree they must be fed right.

BLANK: And they are fed right. Last year, of our total food production, about 7.5 percent went to the armed forces. For 1943 it will be 13 to 14 percent. For military reasons, exact figures as to the number of men overseas are not available, but by the end of this year it's been said we'll probably have at least 2,700,000 men overseas. These men must have "fighting foods" -- foods with energy values, with minerals and vitamins to give that "fighting edge." And foods that can be easily transported.

ANNOUNCER: Foods like meat.

BLANK: Meat, canned fruits and vegetables, butter and cheese, canned milk, canned fish, beans and peas -- dried eggs.

ANNOUNCER: And of course as the war goes on, and more men are sent overseas, we'll be sending more food.

BLANK: That's right.

Now after we meet the needs of our armed forces, and civilians, we send food to our fighting allies under the terms of lend-lease. The Lend-Lease Act was passed in March, 1941. That year we sent our allies only a very small percentage of our food supply -- only 2 percent. Last year, it was about 6 percent.

ANNOUNCER: Not a very large percentage.

BLANK: No, but without it, our British and Russian allies might have been immeasurably weakened. This year our lend-lease exports of food will run about 10 percent of our total food production.

ANNOUNCER: Aren't we sending more food to Russia, since the invasion of the Ukraine?

BLANK: Yes -- when the Ukraine was overrun, Russia lost 40 percent of her best productive land and more than 40 percent of her usual food output. Food was sent from the United States; emergency rations were rushed from Great Britain and the Middle East. The Russian Army had to be sustained. It was, and is, saving American lives. During the first 7 months of this year, we sent to Russia, under the terms of lend-lease, 264 million pounds of edible fats and oils -- linseed oil the most important.

ANNOUNCER: In the United States linseed oil is used in paints.

BLANK: But in Russia, through necessity, linseed oil is used in bakery products, for frying, on salads, in cooked cereals. Lard -- when they can get it -- is used on bread. The relatively small amounts of butter we are sending go only for the most important uses -- the army and hospitals.

ANNOUNCER: So far as lend-lease is concerned, we have a pretty clear-cut choice.

BLANK: We can shorten the war by giving our allies all the food we can. Keep them fighting. Killing our enemies. If we don't send food, we run the grave risk of dulling their "will to fight."

ANNOUNCER: Mr. Blank, isn't lend-lease a two-way proposition?

BLANK: Yes, it is. We have received a large quantity of food from our allies. Last year, American forces in Australia and New Zealand received nearly as much beef as we shipped out from the United States to all countries receiving lend-lease foods. Also, in Australia and New Zealand, our armies received large amounts of fruits and vegetables. And there are other ways in which lend-lease works in reverse.

ANNOUNCER: One way is through the use of British or Russian ships, to transport our troops.

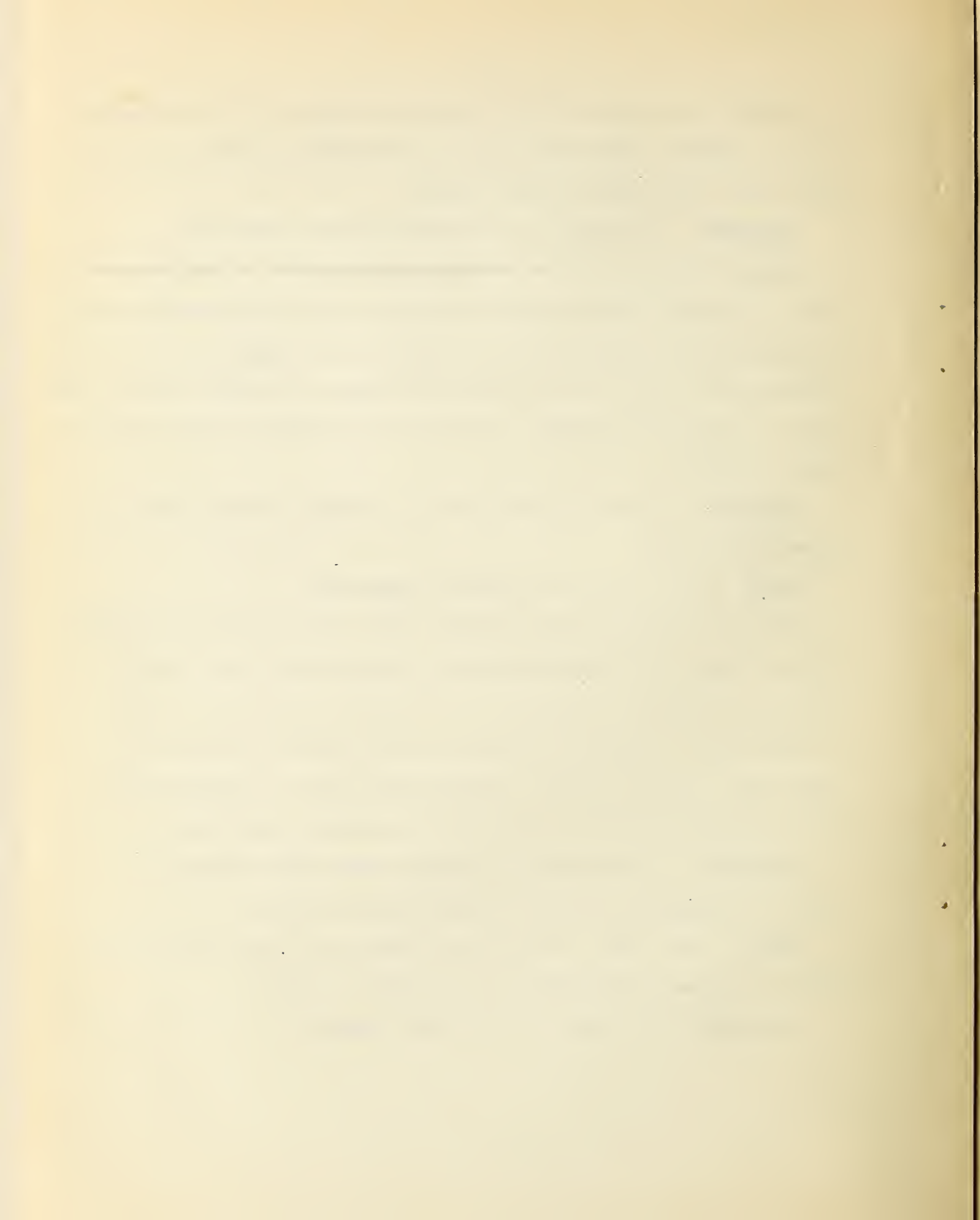
BLANK: That's one way, and there are many others.

Now still another war use of our food supply is to help feed the starving people of Europe. It is almost impossible to describe the result of Nazi starvation in the conquered countries. In Belgium, tuberculosis is at an all-time high. In Holland, the disease rate has increased 70 percent in a single year. In Norway, Poland, occupied Russia, Greece -- throughout all of Nazi-dominated Europe, the story is one of starvation and disease.

ANNOUNCER: I understand we've already started relief programs in some of the liberated countries -- North Africa, for instance.

BLANK: That's right. And plans are already being made to bring relief promptly to other liberated areas, such as Sicily and Italy.

ANNOUNCER: What foods are sent in relief supplies?



BLANK: Grains, mostly. Cereals. The relief program includes just the bare necessities of life. Only a very small percentage of our food goes for relief -- but even that small amount is helping the liberated people to become self-sustaining as soon as possible.

ANNOUNCER: So the major groups -- to which we send part of our food supply in wartime -- are the Army and Navy, our allies, and the people in liberated countries.

BLANK: There's one more group. Many people don't realize that we must continue sending food to our territories, and to friendly nations nearby. Puerto Rico, the Hawaiian Islands and Alaska depend almost exclusively on food from the United States and Canada. Also, we must send certain foods to our active allies in Central and South America.

ANNOUNCER: Don't they send war materials, in return?

BLANK: Yes, they send fertilizers, rubber, minerals -- and some of the foods we can't produce at home.

ANNOUNCER: How much of our food goes to Central and South America, and our territories?

BLANK: This year, somewhat less than 2 percent. So, here's where our food goes, this year: For our civilians, 75 percent. To the armed forces, about 13 percent. For lend-lease, about 10 percent. For other special needs, about 2 percent.

ANNOUNCER: Then our own civilians get 75 percent of all the food produced.

BLANK: That's correct -- but even that 75 percent is about the same amount of food, on the average, as we produced in the years 1935 to 1939 -- just before the war broke out in Europe.

ANNOUNCER: Well, if we civilians have as much food -- in spite of all the war uses -- as we had before the war, why do we hear so much about some foods being short?

BLANK: Remember that the average civilian is making more money than ever before. He can't spend it for some of the things he'd like to have, such as a new car, or a new refrigerator -- so he wants to spend more for food. And that's easy to understand. It's the first time in their lives that a large percent of the people have had the money to buy all the food, or the choice foods, they want.

ANNOUNCER: And now that they have the money, they can't buy all the food they want.

BLANK: And this brings us to your third question: "How does increased purchasing power affect the food supply?" Well, as a matter of fact, it would be almost impossible to produce all the food that all the people would buy if they could get it. Take meat, for example. In peacetime, the total amount of meat -- if divided equally -- would have given each one of us here at home some 126 pounds a year.

ANNOUNCER: Of course it never was divided equally.

BLANK: The facts are that those who had money ate a lot of meat -- up to 200 pounds a year. Those who had little money ate much less -- down to 100 or even 80 pounds a year. With the meat supply rationed, the average amount for each civilian is from 120 to 124 pounds during the year.

ANNOUNCER: Just about the average in peacetime. But today an average American can afford to buy more than 124 pounds a year.

BLANK: Yes, he has the money to buy 160 pounds. But if every civilian who can afford it bought that much meat -- we couldn't send the meat they need to our armed forces, or to our fighting allies. So the average citizen, even though he has the money, can't have all the meat he'd like. The same thing is true of oils and fats, butter and cheese -- all dairy products. And this leads into your fourth question: "How is our food allocated?"

ANNOUNCER: And I'd like to know who does the dividing?

BLANK: It's done by the War Food Administration, with the advice of special boards. These boards represent the Army and Navy, civilians, our allies, liberated peoples, Central and South American countries, and other countries not under lend-lease. And -- except for the United States armed forces -- the needs of civilians are considered most important. Under no circumstances will the total food supply be divided in such a way that American civilians will not have the food they need for health and strength.

ANNOUNCER: In some cases, mightn't this mean cutting down on foods earmarked to send abroad?

BLANK: It often does mean just that. For instance, British requests for cheese this year were cut one-half -- to meet other essential needs, including those of civilians. But no matter how many changes have to be made in the allocation of the total food supply, for the duration of the war, we are going to be adequately fed. Provided, that is, that we make the best use of the foods we have, that we avoid waste, and adjust our food habits to war conditions.

ANNOUNCER: You're getting pretty close to my fifth and last question.

BLANK: You asked me to explain why it's necessary to make so many sudden adjustments these days.

ANNOUNCER: Well, after all the facts you've given me about the food supply -- and all the important claims on it -- it's easy enough to see why we have to adjust our food habits. Even if we don't like to change.

BLANK: I suppose most people don't like to change their food habits. But even in peacetime, we can't always count on getting just what we want. Think what one month of bad weather can do to a major crop. In wartime the "variables" multiply. One of these variables is the supply of manpower, of seed, fertilizer, farm machinery.

ANNOUNCER: What about the amount of food raised in victory gardens?

BLANK: Yes, that's a variable too. Along with the food we eat fresh, and the food we can -- from our gardens.

Prices of farm products are variables. So are wages in processing plants. So is the amount of food raised by our allies.

But the most important variable of all is the progress of the war. Victories. Reverses. The number of our men fighting abroad. The number of ships that are sunk. What happened last week on the fighting forces. What happens today. All can change the food picture almost over night.

ANNOUNCER: And the number of people freed from the Axis?

BLANK: Yes, all these things have a drastic effect on our food supply. To sum it all up -- for every victory that brings us nearer to the end of the war, we'll have to tighten our belts a little further, and adjust to new food habits. We'll have to get used to the idea of adjusting to new conditions, whenever they come up. Because that's what it takes, Mr. (Announcer), to win the war.

ANNOUNCER: Thank you very much, Mr. Blank, for telling us some of the facts that every American should know, about our food supply in wartime.

SCRIPT NO. 2 FOOD MAKES HISTORY

A sample dramatization of the importance of food

The following script was broadcast on July 17, over the NBC network, by the Food Distribution Administration of the War Food Administration. With minor changes, it has been adapted to local broadcasts for the Food Fights for Freedom campaign. At the end of the script, there is provision for an interview in which a local food authority, nutritionist, or member of the Food Committee can present local material specially adapted for the occasion.

FOOD MAKES HISTORY

1. MAN: Food Fights for Freedom!
2. WOMAN: We women save food in our community.
3. MAN: We farmers produce food for the whole Nation.
4. WOMAN: In our town we share our food, by rationing, and conserving it, and saving it.
5. MAN: Sure. We play square and abide by the rules, too.
6. ALL MEN: We help our country Fight for Freedom!
7. ALL WOMEN: With food!
8. WOMEN: Our food.
9. NARRATOR: Yes, food - food that children in Europe and Asia are crying for.
10. MAN AND WOMAN: Food!
11. NARRATOR: It's the thing men and women are dying for.
12. MAN AND TWO WOMEN: Food!
13. NARRATOR: It's that thing for which Japan invaded China - the reason Hitler grabbed at the Ukraine. It's one of the things that our sons and brothers and husbands and friends are fighting for.
14. 1ST MAN: For want of food - wars - are lost!
15. 1ST WOMAN: For want of food - Frenchmen go to work in German fields.
16. 2ND MAN: For want of food - for her children - a Polish mother denies her country. She stands there - in the long bread line - her baby thin and fretful in her arms.

17. CAST: LOW MURMUR OF VOICES.
18. BABY: FRETFUL CRYING, ON MIKE.
19. MOTHEER: (TENDERLY) Chiho, jetsko. Chiho.
20. BABY: QUIET DOWN DURING FOLLOWING SPEECH.
21. NARRATOR: As she moves closer toward that precious food, the mother watches the Nazi soldier who is doling it out. To each person in line he puts a question --
22. NAZI: (OFF MIKE) Heil Hitler?
23. NARRATOR: If they answer with the Nazi salute - they will get some food. If not - the penalty may be death.
24. NAZI: (CLOSER) Heil Hitler?
25. 1ST MAN: (AT SAME DISTANCE AS NAZI GRUDGINGLY) Heil Hitler.
26. BABY: WHIMPERS SLIGHTLY.
27. MOTHER: (SOFTLY) Chiho, jetsko.
28. NARRATOR: As the food draws nearer, the Polish mother ponders what she should say. Will she have the strength to hold out against these invaders?
29. NAZI: (CLOSER) Heil Hitler?
30. GIRL: (AT SAME DISTANCE HUNGRILY) Heil Hitler.
31. NAZI: (SLIGHTLY OFF MIKE) Heil Hitler?
32. BOY: Heil Hitler.
33. NAZI: (COMING ON MIKE) Heil Hitler? (PAUSE. MORE STERNLY) Heil Hitler?
34. BABY: STARTS TO CRY.
35. MOTHER: (DULLY) Heil Hitler.
36. JOHN: (AFTER PAUSE) Food ...it's a weapon. Used as a weapon of conquest, it can bring a nation to its knees. Used

wisely - generously - food can revive that nation & win the war -
write the peace.

37. 1ST WOMAN: Ever since the beginning of time, food has determined
the fate of men and nations.

38. NARRATOR: The whole history of mankind is a history of food.
The nations which could produce the most and the best food - or
get it from their neighbors - became the strongest nations. They
had time to write books - paint pictures - build temples in which
to praise God, who had given them such abundance.

39. 1ST WOMAN: But even the great nations learned what it meant to be
hungry. They lived until famine struck. Then they disappeared -
forgotten.

40. 2ND WOMAN: Assyria - Babylonia - Phoenicia -

41. 1ST WOMAN: Proud nations once. Today - only names.

42. NARRATOR: No one knows exactly - why the glory faded from ancient
Greece - why the Roman Empire crumbled.

43. NARRATOR: Whatever the reason - those powerful nations disappeared.
And other nations, which had fought - and won - their battle against
famine, rose to power instead.

44. 1ST WOMAN: Spain - France - Britain - the United States -

45. NARRATOR: The history of mankind has been the story of a struggle
against famine. Yet not 'til about a hundred and fifty years ago
did men actually dare hope that someday famine might be abolished.

46. YOUNG MAN: We have a republic now. The land belongs to us - the
people. And we are learning how to use it to prevent famine.
Some day, not in your lifetime - perhaps not in mine - but some

day ... men and women - all mankind will have
enough to eat.

47. MAN: (LAUGHS DERISIVELY)
48. YOUNG MAN: No one will ever have to go hungry again.
49. MAN: You dream dreams, my friend. You dream dreams
50. NARRATOR: (AFTER PAUSE) But more and more people were beginning
to dream those same dreams. More and more were looking to America
as the land of plenty --
51. 2ND WOMAN: There's plenty of food there - just for the taking.
Rich black earth ---
52. 1ST MAN: Why, I've heard tell that out on the western prairie
you can run a furrow for twenty miles without striking a stump or
a stone.
53. NARRATOR: Rich black earth ... More food than men and women had
ever dared hope for. That was what they found in America. And now,
with new methods, new machines - the dream of a day when no person
should go hungry seemed to give promise of coming true.
54. FARMER: Scientific farming - that's what. Us farmers are learn-
ing: how to rotate crops - how to fertilize - how to beat the bugs.
No wonder America's the land of plenty!
55. NARRATOR: The land of plenty And yet - in spite of all our
rich black earth, and our scientific farming, and our mountains of
food - there were things in America which we found it hard to under-
stand ---
56. WOMAN: My Mike now eats fine, and he should for I feed him plenty
of good Irish potatoes - and the best of white bread - but still and
all the poor man is just wastin' away, seems like. (FADE)

57. SOUTHERN MAN. (FADE IN) Pellagra. Molly's got pellagra. Not even them doctor fellers seem to know why. I sure do the best I can to take care o' her.... Huh? What do we eat for breakfast? Why, grits o' course. White corn grits. I get 'em ground over to the mill.... An' for dinner? Grits - an' mebbe a slab o' white fatback.... An' then for supper we might eat a mess o' white turnips - an' grits to go with 'em. Oh, Molly eats plenty. You needn't be afeared o' that.
58. NARRATOR: But there was something in that food - or rather, a lack of something - to be afeared of - though not until about fifty years ago did mankind begin to suspect it. Then scientists - probing into the secrets of food - began to discover some amazing facts --
59. 1ST MAN: There's something in whole grain that protects men from disease. If we mill all the bran out of wheat to make a pure white flour - or all the roughage out of corn grits - we're removing something we need.
60. 2ND WOMAN: And there's something in fruits and vegetables that we need too. We can't just stick to a diet of meat and potatoes and bread and expect to be healthy.
61. 3RD WOMAN: We need color in our diet - yellow foods, like eggs and carrots. And green foods - like spinach. And oranges - and red tomatoes ---
62. 2ND MAN: That's right. We need color. An all-white diet is not an all right diet.
63. 3RD WOMAN: Unless it's a diet of milk - and the person is a baby.
64. 2ND MAN: Yes - of course. Milk is our most nearly perfect food. It contains more of the food values than any other - proteins, and minerals, and vitamins.
65. NARRATOR: Proteins and minerals and vitamins..... Those were the secret ingredients hidden in food which built strong men and nations. Men and nations who lacked those ingredients were weak. And not until the twentieth century did mankind realize this fact.

66. 1ST WOMAN: It's not enough to consider how much food we eat. But what kind of food. That's just as important. If we are to be healthy, strong, well-fed nation, we must all learn something about the science of food.
67. NARRATOR: The science of food. Today - in the twentieth century - it is revealing some of the secrets of the past - facts that have puzzled mankind for hundreds of years. The science of food tells us one reason why some armies were nearly invincible ---. The science of food tells us one reason why Great Britain has so long been mistress of the seas ---
68. COCKNEY: Folks call us "limeys" - us sailors aboard 'Is ^Majesty's ships. An' ye know why? Hit's on account o' the lime-juice we used to drink. Maybe ye've 'eard tell that men that's out to sea a long time -- without fresh fruit - gets scurvy. But - England being an Island - us have got to be out to sea a long time. An' the men got scurvy right enough - till some bloke thought o' takin' limes aboard ship an' feedin' us lime-juice. Nowadays we don't bother about lime-juice. Just concentrated Vitamin C. That does the trick.
69. NARRATOR: The science of food.... It helps us understand why some nations are strong - and others weak. It tells us one reason why China has been able to exist through centuries - in spite of famine.
70. CHINESE WOMAN: In China we eat a bit of soybean, and we put soy sauce on our rice. We have been doing that for hundreds - perhaps thousands - of years. Yet not until today did we learn that soybeans are rich in food value - that they, like meat, contain much protein... the protein that builds strong muscles.
71. NARRATOR: Today soybeans are recognized as one of our most valuable foods. That's why Hitler has planted thousands of acres of soybeans and feeds them to his army. Some people say that is his secret weapon.

72. 1ST WOMAN: Food is a weapon.
73. NARRATOR: Yes - food is a weapon. It can be a weapon of conquest - or it can be a weapon of friendship and peace. Remember last fall - when we moved into Africa? Maybe you heard what an important part food played in that venture. Maybe you heard about the Army truck that came rumbling up to a French fort ---
74. SOUND: FADE IN TRUCK MOTOR.
75. 1ST SOLDIER: Hey - Tony - stop the car!
76. 2ND SOLDIER: Huh? What's the matter?
77. 1ST SOLDIER: Stop it, you dope!
78. SOUND: CAR COMES TO A SUDDEN STOP.
79. 2ND SOLDIER: Say, what's eatin' you?
80. 1ST SOLDIER: Look at that fort we're rolling up to so merrily. Look what's showing over the wall.
81. 2ND SOLDIER: Guns! Holy cats!
82. 1ST SOLDIER: Yeah guns -- That's what's eatin' me.
83. 2ND SOLDIER: But Jim - I thought they were supposed to be our friends. The Frenchies. I thought they wanted us to come here and set 'em free.
84. 1ST SOLDIER: Maybe they don't know that we're their friends.
85. 2ND SOLDIER: But Jim --- !
86. 1ST SOLDIER: Wait - I've got an idea.... Help me roll the tarpaulin back off the top of this truck, will you?
87. 2ND SOLDIER: Sure, but ---
88. 1ST SOLDIER: Hurry up -- before they shoot us full of holes.
89. SOUND: HEAVY CANVAS BEING ROLLED BACK.
90. 2ND SOLDIER: But they'll see all the food we've got in here.
91. 1ST SOLDIER: That's what I want 'em to see. They're the guys we brought it for, aren't they?

92. 2ND SOLDIER: Well, sure, but ---
93. 1ST SOLDIER: Tony - look! Look at that fort!
94. 2ND SOLDIER: The guns! They've put 'em down.
95. 1ST SOLDIER: And look what's going up instead!
96. 2ND SOLDIER: A white flag! They surrender. To us - to you and me. Say, Jim - whadda you know!
97. NARRATOR: (AFTER PAUSE) Food... It can win the war and write the peace. A few months ago - at Hot Springs, Virginia. representatives from the United Nations met to discuss the food problems of the world today - and how they may be solved tomorrow. One thing we can be sure of ... on one point, we know they all agree. The forward-looking people in every land echo it ---. For tomorrow's world we must win freedom from hunger. But today, we live in a different world.
98. VOICE I; A world at war!
99. VOICE II: A war in which there is no such thing as enough food.
100. VOICE III: More and more of our food must go abroad for our fighting men.
101. VOICE I: More and more must go to feed all the starving peoples freed from the Nazi yoke.

102. NARRATOR: In today's world, our food has become a weapon, -- it helps in the battle for victory, it helps shorten the war and win the peace -- our FOOD FIGHTS FOR FREEDOM. Not only for freedom from want and hunger, but for all the freedoms of mankind. That is how our Food is making history today, -- a basic weapon in the battle for liberty. And in that fight, you and I on the home front have a job to do. Not an easy job -- and not always a pleasant job -- a constant hard grinding job -- one that we all have to work at, day in and day out, from now until the very end of this war -- it's the job of saving and producing food, all the food we possibly can. Some of us want to know just how we can help do that wartime food job. And so today, we have here in the studio a member of the _____ Food Committee to tell us what we can do to help make our Food Fight for Freedom. Mr. _____.

(Note: Material for this speech or interview can be obtained from the outlines for speeches or radio programs in this Kit.)

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Reserve

DISCUSSION GUIDES

Let's talk about FOOD--BASIC WEAPON in our Fight for Freedom

Ten outlines for club, community and neighborhood discussions.
From the War Food Administration and the Office of Price
Administration.

Discussion Topics

- No. 1. Food Fighters for Freedom. (The overall food situation)
 - No. 2. Producing Food for Freedom.
 - A. Farm Labor Discussion
 - B. Victory Garden Discussion
 - No. 3. Conserving Food to Avoid Waste.
 - No. 4. Preserving Fresh Foods.
 - No. 5. Sharing Food Fairly Through Rationing.
 - No. 6. Eating the Right Foods.
 - No. 7. Adjusting Your Diet to the Foods Available.
 - No. 8. Helping to Keep Food Costs Down.
 - No. 9. Participation in Community Food Projects.
 - No. 10. Adjusting to Wartime Food Conditions.
-

HOW TO MAKE THESE DISCUSSIONS PRODUCE RESULTS

- 1. Select the facts and discussion which are most needed for your community and most likely to lead to the most effective community action by members of your group.
- 2. As sponsor of the meetings. -- Send these outlines or the outline to be used to group members beforehand. Select one of the neighbors to serve as discussion leader. Notify him well in advance. Make everyone comfortable. Place the chairs in a circle, if possible. Introduce everybody.

(Over)

3. As member of the group. — Enter into the discussion freely. Tell what you know and think. Speak briefly, one at a time and to the point. Listen well. Try to get at the truth of the food situation. Check your prejudices at the door. Everyone stay seated. Keep it one discussion.

4. As leader of discussion. -- Study the outline or outlines in advance. Ask others to study special parts. Prepare your own discussion plan on timely questions that matter most locally. On every question get local experience and judgment into the open first. Draw on any material in the entire kit whenever it is helpful.

Put questions to all or part of group as a rule, not to individuals. Keep your own view out of it mainly. Aim at 100-percent participation. Sum up discussion now and then. Keep it on the track of the topic. You want it to get somewhere. If you need another session to finish the job, plan one. Plan for action. Keep the discussion centered on your community and neighborhood, and on what the members can do to obtain widespread community action.

5. If time permits, you might carry on a series of discussions on the 10 topics. Each of the topics would merit more than one discussion. In each discussion, leave time for progress reports on Food Fights for Freedom activities by members of the group.

6. Use showmanship in conducting your discussions. To get facts before the group in an interesting way, as you may want to do in order to make the discussion more worthwhile, you can, for example:

(1) Set up a preliminary food expert panel, and conduct a Food Fights for Freedom quiz show, preceding the discussion; this may be conducted like "Information, Please", stumping the experts, or simply as a quiz contest for selected members of your group.

(2) Set up a contest between two teams, perhaps men vs. women, to "spell down" facts about food.

7. Inviting Experts to Serve as Consultants. Invite a nutrition, community canning, victory garden, rationing, or other expert to sit in on your meeting. Home economics teachers, dietitians, members of nutrition, victory garden and consumer committees, and members of your ration board can make valuable contributions to your discussion by furnishing basic information and ideas.

8. Since production, nutrition and health, conservation, rationing and price control are a continuing problem, you may want to hold more than one discussion on these subjects. You will need new information, and will have to plan new action, as the food situation changes. Consult your Food Information Committee.

SUGGESTIONS BASED ON YOUR EXPERIENCE WILL BE WELCOMED.
TELL YOUR FOOD COMMITTEE.

DISCUSSION NO. 1. FOOD FIGHTERS FOR FREEDOM

An overall discussion of actions each individual can take in his community and facts about food he needs to know in order to make his food efforts fight for freedom.

Problem: What can we do about food at home to provide our people with enough food to meet the basic requirements of good health and sound nutrition, and still meet the most essential demands for food for war purposes?

BACKGROUND FACTS FOR USE IN ALL DISCUSSIONS

(Group leaders should direct the discussion to questions and facts which bear upon the most vital food problem in the particular community)

- A. General Questions: How many of the facts stated below bear upon food supply in your community? What are the food prospects for your family in 1944? What conditions in your community or neighborhood make some of these facts stand out more than others? Which of these facts will inspire your neighbors to enlist as an active Food Fighter for Freedom? What misconceptions about food do these facts reveal for people in your community? What new situation is the United States up against that we never faced before? What can you and your neighbors do about it? How can you get your neighbor to enlist as a Food Fighter for Freedom?
- B. Background Facts about Producing Food:
 1. We are compelled by a world war to produce more food than ever before and export large quantities of food. This is a new situation for the United States, which for the most part has exported only about as much food as it has imported.
 2. There is no such thing as enough food in a war like this one. For the duration of the war, no matter how much food America produces, we will always need more.
 3. Demands for our food are ever-increasing and will continue to exceed the supply. We are trying to deliver 8% more food in 1943 than in 1942, and more still in 1944. In 1942, about 7.5% of our food production was allotted to our armed forces; in 1943, this figure will be about 13 or 14 percent. The total of our armed forces is increasing, and the number of men on active duty and in foreign lands will increase much more in 1943 and 1944. For every man serving abroad, a 9-month food supply must be set aside and shipped as compared to the 90-day supply for each man stationed in this country. Food for our allies is increasing through Lend-Lease: 1941, 2 percent of our food production; 1942, 6 percent; 1943, about 10 percent, provided the basic needs of our armed forces and civilians can first be met.

(Over)

4. Our civilian consumption, on the whole, remained fairly stable in 1943 at the average of the amount of food produced and consumed in this country in the peacetime years 1935 to 1939. But there will not be the same amount of all foods, because our fighting men must have first call on "fighting" foods.
5. We have set aside for civilian use enough food to feed every American citizen adequately at home, not all we would like or exactly what we would like, but enough to keep our people in good health and energy.
6. Besides the usual food crops, we require very high volume of production for soybeans, peanuts, hemp, long-staple cotton, and other "war crops."
7. We must produce enough food so that our nation can use it not only to feed liberated peoples as a military necessity in occupied territories, but as a weapon in psychological warfare to help win the war by encouraging other peoples to overthrow the Axis.
8. Production is affected not only by acreage to produce food, and the number of farm workers, machinery and equipment they can have, but by weather which cannot be forecast for long periods. If there is bad weather for just one month, this may be a major blow to production.
9. Although the total food supply is sufficient for health - in any one time and place, the supply of any one food may be short for a variety of causes arising from the war - production upsets, transportation delays, lack of storage facilities, sudden demands due to victories, invasions and other events of war.
10. Our armed forces require heavy amounts of "protective" foods, having energy, vitamin and mineral values to give our men the fighting edge for victory, such as meat, fats, oils, milk and canned goods. From July 1943 to June 1944, our military and war services will require about 17 percent of the total allocable supply of fresh and canned meats; about 40 percent of the supply of canned fruits and juices; 15 percent of the butter; and so on. No matter what our production, civilians will be short of some foods they would like to eat.
11. What we do about food must be related to demands on our food supply. Invasion, Victory, Defeat, Armistice, Occupation are more than words in a war release or newspaper scarehead - each can change the food picture almost overnight. The number of food ships sunk - the number of liberated peoples freed from the Axis - these affect the demand on American food, and affect it drastically, to make new home front adjustments necessary.
12. Therefore, every victory which brings this war nearer to its end will mean that we may have to tighten our belts a little further and adjust to new food habits and conditions. One of the ways that each of us can adjust is to understand why the greatest farm production in history of any nation may still result in shortages of certain food for each of us, while enough for health and energy. Another way is to help produce more food and to add new foods to the family meals in order to have well balanced diets for wartime living.

DISCUSSION NO. 2. PRODUCING FOOD FOR FREEDOM

A. NOTE: USE FACTS FROM OUTLINE NO. 1.

B. (NOTE: Farm Labor for the Wartime Job:

America's 6,000,000 farm families, with the help of 3,500,000 volunteer farm workers are being asked to produce as never before.)

Questions for those who live in town

Do you have a stake in the farm-labor problem? Is farm labor everybody's business or just the farmer's business? Does it make a difference whether farm and town plan together? If you are willing to help out with the harvest or other farm work, how would you make ready? What training and supervision are available for boys and girls, from town, helping out on the farms? For women from town? How much can you find out about conditions of farm employment in your region in advance? What things should you guard against? Have you talked to county farm leaders? How can farmers and townspeople in your community best cooperate on the farm labor job? How much joint planning is desirable? When should the two groups first meet together for planning?

Note: For a more exhaustive discussion on Farm Labor, see Farm Labor Discussion Guide, Bureau of Agricultural Economics, United States Department of Agriculture.

C. VICTORY GARDEN DISCUSSION

Questions for Food Producers who can make backyard and community gardens fight for freedom.

(Note: It is estimated that our 15,000,000 Victory Gardens in 1942 produced 7,500,000,000 pounds of food, and our 21,000,000 this year will produce 10,500,000,000 pounds. In 1944, we have set our sights for bigger and better Victory Gardens.)

What are the best ways to harvest your Victory Garden produce this fall? What are the easy ways to store garden produce? How should you prepare the soil for next year's garden? How can you get more people to can more food in community canning centers? How can you plan a bigger and better garden for next year? Looking ahead to 1944, what mistakes made this year would you avoid? Did too many people in your neighborhood plant too many things too late? Did you plant the right varieties at the right time? What mistakes did you make in proper timing? What are the problems in choosing good soil? Location?

(over)

In the experience of your group, what are the problems of selecting a garden? Suppose your backyard has too limited space and does not contain good gardening ground? What makes good gardening ground? In locating your garden outside the home plot, what should you look for in soil, water facilities, transportation? Should your group organize to get busy and locate ground, and get it prepared this fall? What kinds of vegetables would you plant in a good garden place to give better food value for your family? When should you prepare to fight insects? When, for example, the bean beetle or Japanese beetle move in -- or before they move in? What are the problems of plant feeding? What are the best fertilizers? What type of community organization can help you to obtain proper soil for community gardens? Can you obtain city owned land? Or idle company owned land from the local manufacturer?

Did you plant each variety possible? Or did you plant one food for all places or seasons in one place? Should we plant more varieties than merely corn and potatoes? What nutritional values can you get from beans, tomatoes, and green leafy vegetables? Can we do more canning? How can you encourage more participation in community gardening? How can you encourage planting more backyard gardens?

If you have had experience as a local gardener this year, will you be able to help your neighbors start new gardens? Can a community garden training school help by demonstrations? How can this group organize a training school conducted by an experienced gardener?

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DISCUSSION NO. 3. CONSERVING FOOD TO AVOID WASTE

A. FACTS ABOUT CONSERVING FOOD FOR FREEDOM

1. Even if farmers and Victory gardeners break all production records in 1943 and 1944, it won't be enough. We'll need more food and can add more through conservation.
2. The amount of food wasted on farms, in Victory gardens, in the distribution of food, in the grocery store, in eating places, and in the home, is between 20 and 30 percent of food produced in the United States. Much of this waste is avoidable.
3. Garbage analysis studies and sample surveys reveal that an edible 15 percent of all food purchased is thrown into the garbage can or poured down the sink.
4. If only half of the annual food waste in this country could be avoided, it would be equivalent to adding at least 10 percent to our total food supply. This is as much food as we are shipping to our Allies in 1943--enough to feed an army of at least 7,000,000 men.
5. While we can not control all the conditions which affect production of food, such as weather, we can prevent much waste in food, particularly in the home.
6. Food wasted in our homes amounts to the tremendous sum of 75,000,000 pounds a day.
7. Food wasted in retail stores--partly because of customer handling of perishables--costs 450 million dollars annually.
8. With 55 million meals served daily in restaurants, there is reason for cutting the 6 percent wastage of food served to patrons, to say nothing of the kitchen waste in storage and preparation of the food.
9. Rats eat or despoil at least 180 million dollars worth of food products every year. Insects cost our farmers, food dealers, and housewives an estimated total of \$1,600,000,000 a year.
10. Most of the waste occurs not in pound and bushel lots, but in bits and dribblets. In kitchens--housewives peel away one-fourth to one-tenth of the potatoes, despite the fact that the most food value is near the potato skin; housewives also discard 37 percent of the weight of the celery and beet bunches. At the dinner table, waste occurs where food is left on plates for "politeness", or because too large portions were served; in restaurants and stores, waste occurs through spoilage in careless handling.

(over)

11. Bits of waste in each home add up to tremendous waste; for example:

- (1). One slice of bread, wasted in each American household per week (actual waste is much larger) means 100,000,000 loaves of wasted bread a year.
- (2). One-tenth of potatoes peeled away (the actual waste is much larger) amounts to 24,000,000 bushels—enough to fill a line of freight cars stretching from Cleveland to Chicago.
- (3). Discard of outer leaves of edible cabbage (the best food value) in 1942 would have supplied the cabbage requirements of 12 million people, the combined population of New York City and Paris.

E. SOME QUESTIONS FOR DISCUSSION OF CONSERVING FOOD TO AVOID WASTE.

Can we afford to continue this food waste in wartime? Can we afford to be the only nation in the world whose garbage cans are luxury fed when the President has said that food is as important to our fighting men and allies as tanks, bullets, guns and planes? What can we do about it?

(Note: Your discussion should point up the food waste in your own community, and the means of reducing it. A good source of facts is the local garbage dump or your own garbage can. Smells and sights are unattractive, and so are the facts on the amount of wasted food.)

How is food wasted in our community? What can we do to lessen food waste in our community? What publicity use should be made of radio, newspapers, speakers, posters? What action taken by individuals? By organizations? How can interest be maintained until food saving becomes a habit? How can homemakers be encouraged to reduce the waste of food caused by peeling, over-boiling, and trimming away? Or by overly-fastidious table manners—by leaving gravy on the plate, fruit juice, vegetable juice, and other foods in the plate or fruit? Or waste caused by dislike of left-over dishes? Where can the housewife learn to make use of left-overs attractively? How can we reduce food waste due to over-cooking? What does any of this waste cost the family budget in terms of dollars and cents? Bread waste? Potato waste? Vegetable waste? Can consumers, merchants, and restaurateurs cooperate in an overall food conservation campaign? How can schools, churches and clubs help? Can you serve smaller portions and insist on cleaning the plate in your home? How can you enlist your neighbors to help avoid food waste so this Food can Fight for Freedom in your community?

DISCUSSION NO. 4. PRESERVING FRESH FOODS

A. FACTS ABOUT PRESERVING FRESH AND PERISHABLE FOODS

1. In 1942, American homemakers canned approximately 5 billion pounds of food. In 1943, with greater restriction in points for canned food, and for meats and fats, even larger amounts of fresh fruits and vegetables were put up in the average home and in community canning. Others preserve still more food by brining, drying, storing and other methods.
2. In most localities, particularly in noncommercial gardens, fruits and vegetables are surplus crops produced in overabundance during a few brief periods of the year. If not eaten—or preserved—they swiftly waste, robbing our country and our allies of a crucially needed food.
3. Home canned foods do not require ration stamps.
4. This year, and next, with millions more victory gardens, there will be billions of pounds of additional food that can be preserved.

B. SOME QUESTIONS FOR DISCUSSION OF PRESERVING FOOD TO AVOID WASTE

Are there many in your neighborhood who don't know how to home can food? What can you do to spread this information? Are there many who don't have equipment? What can you do to encourage greater use by these people of community canning centers to preserve foods which will otherwise go to waste, and to extend the winter food supply for each family? This year, did many in your community go to the community canning center too late in the season so that there was local spoilage of fresh foods? How can you prevent that next year? How does home and community canning relieve the demand for commercially canned foods? How can you get more of your neighbors to help can foods for school lunches? What are the problems in getting a community canning project started on time? What about buying equipment and getting it installed? What size? What problems in getting equipment will face your community? Do you need more community canning centers? How will you set about getting them started? Does your community need a demonstration community canning workshop to teach canning consultants for community canning center work? How will you get such workshops in your state?

Storage Problems

Do most of us have enough storage space for perishable foods to permit us to buy in quantity and therefore save facilities? What cautions should be kept in mind concerning the storage of certain kinds of food? If storage facilities for some foods are not available, what other foods can we substitute?

DISCUSSION NO. 5. SHARING FOOD FAIRLY THROUGH RATIONING

A. FACTS ABOUT PLAYING FAIR IN BUYING FOOD.

1. When the food supply, for many foods such as meat, canned and dried fruits and vegetables, canned milk and others, falls short of demand we are faced with one of two courses:
 - (1) Do nothing -- let those who can pay the highest price or who get to the store first buy the most; or
 - (2) Ration those foods so that everyone can have a fair share.
2. Without rationing or unless everyone helps make it work:
 - (1) Many consumers could not secure adequate food.
 - (2) Many retailers would be forced out of business with nothing to sell.
 - (3) A few people with the most money and time to shop would get more than their share - the majority of us getting only what was left, with the final risk of defeat on the home front.
 - (4) Some sections of the country would receive more food than others.
 - (5) Some cities would receive more food than others.
 - (6) Some families would receive more food than others.
 - (7) Nothing could be done to correct unfairness and suffering in many areas.
3. With rationing - if everyone helps make it work:
 - (1) Our limited supplies are divided equally insofar as that is possible.
 - (2) Rationing plays no favorites: all are equal - each receives the same allotment of food stamps.
 - (3) Every ration book holder has the opportunity to secure adequate nourishment, if we make the system work.
 - (4) Every food merchant, regardless of size or wealth, can obtain food to sell.
4. Rationing the relatively scarce commodities is difficult. If we set the ration points too high, then some of us will be unable to buy what we need. If ration points are set too low, then commodities are wasted. Setting ration points involves judging the future production of food correctly and many other factors, some of which, like the weather, can not be controlled. For this reason, ration regulations must be constantly adjusted to correct unfairness in certain areas.
5. Rationing can never be perfect, but it is the only system which can provide every person with some share of short foods; and steps are constantly being taken to correct unfairness in particular cases.
6. What the individual can do to share food:
 - (1) If Americans cooperate and use ration stamps properly, rationing will work fairly equally.
 - (2) Never accept rationed foods without giving up the proper number of stamps in return.
 - (3) Never give away ration stamps.
 - (4) Never buy rationed foods that are not actually needed.

(5) The housewife can help by keeping the Home Front Pledge.

- (a) Do not ask your grocer to give you more rationed foods than your coupons entitle you to; do not accept more food than you have a right to; your grocer should not be encouraged to buy more rationed foods than he has stamps for - this would be a black market.

B. SOME QUESTIONS FOR DISCUSSION OF SHARING FOOD FOR FREEDOM.

How are we sharing our food with our Army, Navy and Marines -- with our boys abroad and in camps at home? How can we share it with our allies, the English, Russians, Chinese, and the liberated peoples of North Africa and Europe? How can we share food at home through rationing? Can we help every one get his fair share under rationing by eating less of our favorite foods, or using totally different or new foods? What are foods in this locality that are not used enough? What about local fish or unusual fish? What about edible greens or other local foods? What can families do who eat in restaurants or who raise their own food? If they do not use their ration stamps, how will they contribute to our food supply by destroying those stamps? (If no one uses ration coupons to buy food he does not need, our food supply will go further: giving stamps away gives some person more food than he is entitled to, and deprives some other person of his fair share, since the total amount of stamps was issued on the expectation that those not used to buy foods would be destroyed). Can farmers share machinery, manpower, seed and fertilizer? Can members of your community share canning equipment or do group canning?

Black Markets

What is a black market? Has one developed in our community? How widely is it patronized? Is the black market an attempt on the part of individuals like us to get more than our share? What is the connection between black markets and higher prices and shortages? What is the connection between black markets and food waste? Do black market operators, for example, commonly sell only the choice parts of meat and permit the remainder to spoil? How can we help publicize these two simple rules in the Home Front Pledge? - Accept no rationed food without giving rationing stamps; pay no more than ceiling prices.

If the grocer is encouraged by your neighbors to buy more rationed food than he has coupons in order to sell to customers, how does this help create an illegal black market? How is this stopped by the Home Front Pledge (which lowered the cost of living index in New Orleans by 5%)? Is a single customer violation important? A single store? Why? Does one violation lead to another? If ration rules are evaded by one group of stores in a city, do these stores seek more than their share of food at the expense of the others? What is the result over the nation, in terms of home front morale, if some consumers can't get food and retailers lock their doors?

DISCUSSION NO. 6. EATING THE RIGHT FOODS

A. FACTS ABOUT TURNING FOOD INTO EFFECTIVE WORKING POWER BY EATING THE RIGHT FOODS EVERY DAY FOR HEALTH.

General Facts About the Problem

1. Strength and energy come largely from food. But the war has changed the food-supply situation.
2. Our wartime food job is primarily one of understanding the new food supply situation and learning how to adjust to it. Using more of some foods and less of others, we must learn how to use available foods for those scarce or no longer available and we must learn how to prepare foods to preserve food value.
3. We must keep ourselves informed about changing food conditions, and increase and preserve the local food supply through such projects as Victory gardening and home canning.
4. When foods are scarce, we can add to the supply by making every ounce of food count for health and working power. This means the right foods every day. Nutritionists say this involves eating from each of seven basic food groups every day.
5. This means eating daily, adequate meals built around the foods available in your community. You can use the foods you have, to keep your family healthy and strong, even if it means changing to foods you are not used to eating, and also changing some food habits.
6. This means new ways of cooking, serving, and storing of foods to obtain the maximum food value and palatability. One of the most wasteful cooking habits in the average home is over-cooking food until food value is lost.
7. This program calls for adequate breakfasts and lunches, particularly for children whose mothers are engaged in war work away from home. Well-balanced school lunches for your child help keep families fit, strong, and healthy.

An Important Nutrition Rule: The Basic Seven

8. Note: the easiest way to assure your family a balanced diet is to choose foods daily from each of the basic seven food groups:
- (1) Green and yellow vegetables: some raw, some cooked, frozen or canned.
 - (2) Oranges, tomatoes, grapefruit: or raw cabbage or salad greens.

(over)

- (3) Potatoes and other vegetables and fruits: raw, dried, cooked, frozen, or canned.
- (4) Milk and milk products: fluid, evaporated, dried milk, or cheese.
- (5) Meat, poultry, fish, or eggs; or dried beans, peas, nuts, or peanut butter.
- (6) Bread, flour, and cereals: Natural whole grain, or enriched or restored.
- (7) Butter and fortified margarine (with Vitamin A added).

Buying Food Under Rationing

- 9. To deal with shortages and a changing food supply, the point rationing system has been adopted, for one reason, because it is flexible.
- 10. The adjustment of point values encourages the buying of plentiful foods and discourages the buying of scarce foods.
- 11. Point rationing also gives us the greatest possible freedom of choice; we may use our points for any of the foods within a rationed group.
- 12. The points assigned to any one food are based on the amount of that food available; and do not indicate its food value.
- 13. The red stamps group, for example, represents three food groups; meat, some kinds of cheese, and fats.
- 14. In buying, we should maintain a proper balance by spending some red points for foods of each kind.
- 15. Remember to save all waste kitchen fats and give them to the local salvage campaign. Grease which has become too dark or too strong in flavor for further cooking use still contains 10 per cent glycerine and is needed for the war effort.
- 16. To get more out of food under the rationing system, we should:
 - (1) Use unrationed food, particularly fresh foods, when we can.
 - (2) Select food from each food group in the Basic Seven every day.
 - (3) When buying rationed food, give thought to food value for health and strength.
- 17. Good storage conditions before cooking, proper cooking, and the use of food soon after cooking, all serve to get maximum food value.

18. One of America's gravest wartime problems lies in the eating habits of millions of workers whose full strength and energy is vitally needed if we are to meet the war production requirements of our armed forces, but who do not choose wisely in making up their meals.

B. QUESTIONS FOR DISCUSSION ABOUT EATING THE RIGHT FOODS EVERY DAY FOR HEALTH

How can we encourage regular, careful eating instead of the haphazard eating habits now practiced by many who are working odd shifts in war industries? What extra protective foods do expectant and nursing mothers need? Are they available under the rationing program? If not, how can they be provided? What are the special wartime buying problems of very small families? Of very large families? What food selection rules should we follow when eating at restaurants and cafeterias? What nutrition mistakes do many of us commonly make in selecting food for breakfast, luncheon and dinner? What foods should we always be sure to eat at these meals?

How can you make your neighborhood more "nutrition minded"? By food demonstrations? Can the schools in your community help through special food programs for the school child? What can the PTA do in meetings for parents? What can you do in your family and as a group to increase more general use of fresh fruits and vegetables, milk, eggs, and other foods in the Basic Seven.

DISCUSSION NO. 7. ADJUSTING YOUR DIET TO THE FOODS AVAILABLE

A. FACTS FOR DISCUSSION ABOUT ADJUSTING YOUR DIET TO THE FOOD AVAILABLE BY SUBSTITUTING PLENTIFUL FOR SCARCE FOODS.

Keeping Up With Local Food Supply

1. For the duration of the war, we can be sure some of our favorite foods will be scarce -- scarce all the time. Most of these will be rationed.
2. In addition, there may be temporary shortages of other foods for many reasons -- transportation difficulties, price differences, weather, unusually heavy war demands, and others. The 1943 shortage of early potatoes is an example of temporary shortage due to late frosts.
3. There are other foods which can be used as alternates for foods that are scarce in your community.
4. The war job of every homemaker is to learn a few fundamentals about alternate foods to keep families fit and keen despite shortages.
5. As the war progresses, both ration values and food supplies will change. Scarcity of a particular food will force its point value up; a plentiful supply of that food will cause its point values to go down.
6. Foods which most of us have never used, like soya products or dried skimmed milk, will be introduced because of their high nutritive values. Vegetables new to many towns will appear on the market. We shall become accustomed to eating cuts of meat which we seldom bought before.
7. There will be sudden shortages of foods because of the necessity of supplying our military forces. The sending of meat to the men developing an island air base will undoubtedly have an effect on the civilian food supply, for instance.
8. This means that the need for information about foods and their preparation will continue. We can set up a program which will make it possible for us to keep pace with the changing food picture.

(over)

B. SOME QUESTIONS FOR DISCUSSION ABOUT SUBSTITUTING PLENTIFUL FOR SCARCE FOODS IN YOUR COMMUNITY.

What is the food-supply situation in our community? Are we advantageously placed with respect to food sources? What are the special food needs and preferences of our people? Have we had serious shortages of meat, green vegetables, fruit, butter, and eggs, or canned goods? What can our community do to improve the food supply? How can we develop a more extensive Victory Garden program? How can we furnish manpower aid to the farmers in our locality? How can we eliminate waste? How can we store away abundant foods when they are available so that we will have them for later use?

New Foods and New Recipes

How can variety be obtained under wartime food restrictions? What foods new to us are now appearing in our markets? What are some foods which have always been available, but of which, heretofore, we have made little use? How can these new foods be made appetizing? What are some tempting new ways of preparing the more frequently used foods? What are some typical menus and recipes which utilize the Basic Seven in interesting ways? What are some good alternates for meat dishes? What are some good meat stretchers?

DISCUSSION NO. 8. HELPING TO KEEP FOOD COSTS DOWN

A. FACTS ABOUT HELPING TO KEEP FOOD COSTS DOWN BY PAYING NO MORE THAN TOP LEGAL PRICES.

1. Top legal prices are set on most food prices to keep essential foods within the reach of everyone, when demand is greater than supply for many foods.
2. If food prices are not controlled:
 - (a) Prices on many necessary foods, particularly foods in short supply as well as popular food alternates, will skyrocket out of reach of millions of our citizens.
3. Food prices have already taken a sharp turn upward, even under price control. From August 1939 to May 1943, food prices rose 53 percent -- the old "dollar's worth" of groceries actually shrank to 65 cents' worth. The total cost of living -- with food its most important item -- rose 27 percent in this same period.
 - (a) By the Stabilization Act of 1942, Congress directed that the cost of living be stabilized at levels prevailing on September 15, 1942. From then until May 1943, food prices advanced 13 percent, although practically all other prices which affect the cost of living were stabilized.
 - (b) To help keep the cost of living down and stabilize prices, top legal prices on virtually all essential foods have now been established in almost every community. The grocer can sell below these prices, but not above them.
 - (c) Beginning in May, top legal prices were expressed in specific dollars and cents in most communities so that every housewife could see what they are, and pay no more than the legal prices.
4. Prices on butter and meat have been lowered about 10 percent.
5. From May to August 1943, food prices for the first time during the war have gradually declined.
6. The Nation-wide Home Front Pledge Campaign in almost every community has helped to lower the cost of living. In New Orleans, for example, where consumers pledged to pay no more than ceiling prices and to take no food without giving up ration stamps, the cost of living index was lowered by 5 percent.

(over)

- A. 7. Citizens who help to create black markets by cheating on prices decrease the value of our food in the fight for freedom.
- (a) If you buy from dealers who wilfully exceed top legal prices, the dealer gets more funds to buy his foods than other dealers who comply with price regulations.
 - (b) This tends to dislocate the food supply and to encourage sale of food through illegitimate channels, resulting in inadequate food for many consumers, and locked doors for many retailers.
 - (c) This hampers the Army and Navy in buying food from legitimate dealers at legal prices: anything that upsets regular food distribution machinery, or boosts prices to illegal levels makes it difficult for our armed forces to buy food, in the amounts they need, and when they need it.
8. Fixing the price right for any food is difficult. If we fix the price of potatoes too low, farmers won't grow enough. Or if the retail margin is too low, the merchant won't sell them. Such mistakes can be remedied under price control: Without price control, there could be ruinous inflation.
9. Setting prices involves judging future production as well as present supply of food, on the basis of the best facts available. Yet the whole food picture and production may be changed by one month of bad weather, which can't be controlled.
10. Without price control:
- (a) Wealthier citizens would be able to get all the scarce supply of steak and other scarce foods, by bidding up the price, so that
 - (b) Those with limited incomes wouldn't eat adequate meals, or
 - (c) Wage scales would be multiplied over and over along with prices to "precipitate the worst domestic curse that it is possible to get out of war -- runaway inflation."
- B. SOME QUESTIONS FOR DISCUSSION OF HOW TO HELP KEEP FOOD COSTS DOWN IN THE FOOD FIGHT FOR FREEDOM.

What problems have been raised by the increase in food costs? Are there low-income families in our community who are having difficulty maintaining an adequate diet? What can we do to help them? Do price control and rationing make it easier for people of low income to buy the food they need? Are price ceilings adhered to in our community? What can we do to prevent violations? Why should prices be kept down? What practical methods can we employ to insure careful budgeting of both our money and ration-point expenditures?

(more)

- B. If food costs are not held down, can poorer people, and the 20 million whose incomes have not materially increased, afford to buy the amount of food they need? How would this affect the health, morale, and war production in your community? What would happen to your storekeepers? Do you recall what happened in Germany when runaway inflation engulfed the country after the last World War? Can that happen here in your community? Are some prices too high in your community? Are they over the legal ceilings? What can you do if the ceiling price is too high and stores sell at the ceiling prices? If some prices are too high and some violations of certain prices occur, should we abandon the control of prices altogether? What would then prevent inflation with too high prices for lower income groups in your community? What can you do to enlist more neighbors to take the Home Front Pledge -- to pay no more than ceiling prices?

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DISCUSSION NO. 9. PARTICIPATION IN COMMUNITY FOOD PROJECTS

A. SOME FACTS ABOUT PARTICIPATION IN COMMUNITY FOOD PROJECTS.

1. To make "food fight for freedom" requires community effort.
2. Major food projects in many communities are:
 - (1) Those to give information and guidance: such as garden schools, food demonstrations, or teaching fundamentals of good wartime food buying and meal planning.
 - (2) Those to stimulate public participation in a specific project, such as:
 - (a) Community Canning Projects.
 - (b) Community Victory Garden Programs.
 - (c) Food Conservation--Clean Plate Clubs.
 - (d) Compliance--Home Front Pledge programs, to increase voluntary compliance with rationing and price control. Citizens in every community are being asked to make the home-front pledge--"I will pay no more than top legal prices--I will accept no rationed goods without giving up ration stamps."
 - (e) Food Demonstrations--Cooking Schools, etc.
 - (f) School Lunch Programs.
 - (g) Farm Labor Recruitment
3. See facts listed for Outline No. 1.

B. SOME QUESTIONS FOR DISCUSSION ABOUT HOW YOU CAN INCREASE YOUR PARTICIPATION IN COMMUNITY FOOD PROJECTS

What community food projects exist in your community? Should these be extended to include more community participation? How can you enlist more of your neighbors in community projects? Do the present projects need help from your group? In what way? Are enough people informed about present community projects such as community canning and community victory gardens? How can we get necessary facts about food and group action over to more people in your neighborhood? What can you do to help support projects by greater personal participation? What new community food projects should get started? How can you begin this new project? Will the local authorities donate land for Victory Gardens, with access to water, and conveniently located so that people in your community can reach it? What about city-owned land, or land owned by local manufacturing plants? Did community projects get started early enough in 1943? Can we produce better planning far enough ahead now for 1944? How?

DISCUSSION NO. 10. ADJUSTING TO WARTIME FOOD CONDITIONS

A. SOME FACTS ABOUT PLACING THE WAR FIRST BY ADJUSTING AND COOPERATING UNDER NEW FOOD CONDITIONS

1. In a war, the food supply can never be stable, subject as it is to constant variables: Weather, insects, progress of the war—the sudden need of allies or armed forces for extra food, the amount of ships sunk or docked abroad, etc.
2. Consumers on the home front can help lick the problem by adjusting to new foods, and being always ready to try out new foods as a wartime duty. This is the only way to overcome temporary local shortages of favorite foods.
3. The food-distributing trade can help through adjustments in food supplies and necessary regulations such as rationing and price control. Those dealers who try to make the system work are making Food Fight for Freedom.
4. The same is true of farmers and processors—as producers and consumers, all Americans can cooperate to meet the demands of the war on food. Farmers can help each other out with plowing, planting, and harvesting. City people can help out by working on farms and in community canning projects or in commercial canning plants. At least $3\frac{1}{2}$ million Americans are needed as volunteer workers for at least one month on farms and in processing plants to help assure that our full supply is produced.
5. This temporary sacrifice, extra work, doing without and eating foods we are not used to are ways to help win the war—it means "putting the war first," and trying to adjust and cooperate under war conditions.
6. Community cooperation will produce two extremely important benefits:
 - (1) You can help assure the most productive use of the 75% of food available to civilians. You not only help offset increased war demands for food, but may add to the amounts of food available for home front use.
 - (2) You can help assure our being able to continue to use our food as a vital and crucial weapon of war:
 - (a) For our armed forces.
 - (b) For our fighting allies.
 - (c) For the liberated people of Europe.
 - (d) As a psychological weapon against our enemies—fighting for freedom throughout the world.

(over)

B. SOME QUESTIONS FOR DISCUSSION ABOUT HOW TO PUT THE WAR FIRST IN ADJUSTING TO NEW WARTIME CONDITIONS.

What are the food conditions in your community which require use of new kinds of food by some families? Do enough know how to prepare these new foods? Are many groups in your community cooperating in making Food Fight for Freedom? What groups? How can others be informed so their action will help? Will the Home Front Pledge help? What Community campaigns are necessary, for example, to obtain more active food conservation, farm labor, community canning, victory gardens, home canning? What can your group do?

How can we develop publicity programs which will make our community realize that wartime food conditions require new knowledge? How can we get the necessary nutrition and other information to the community? What use can be made of the newspapers, the radio stations, local Defense Councils, and the public schools? Are there Information Centers in our community where we can learn about planning meals under rationing and about other food information that we need to have? If not, should we establish such centers? Do we have a local nutrition committee? How can we utilize the resources of this committee to best advantage? How can we keep up with the latest news about the rationing program--changes in points, and new rationing measures, etc? How can we keep up with the latest news about the availability of foods--good and inexpensive varieties which are now in season, and hints about new foods, etc? How can we learn about the principles of nutrition and the relation of nutrition to the rationing program and about other community projects? How can we set up demonstration meetings? How can we set up training schools for gardeners and for canning?

FOOD FIGHTS FOR FREEDOM CAMPAIGN SPEECH NOTES

Following are outlines for three half-hour talks on Food Fights for Freedom subjects, five short speeches. The longer talks are intended to be adapted for local use in larger meetings. The sample short speeches are designed for use on special occasions -- such as a few words at a banquet, to a movie audience, in a fraternal order meeting, or on the radio; they require considerable adaptation to local audiences, food conditions, and speech occasions. The outlines for the longer talks can be used as source material for other short speeches also.

A. Longer Speeches.

1. PUT THE WAR FIRST -- WITH FOOD! (An Outline)

This is an outline of a speech designed to emphasize our increasing need for making food adjustments as victories bring the global war nearer to its end. It can be used as a keynote speech for the Food Fights for Freedom campaign, if adapted to local food and campaign conditions.

2. PRODUCE! CONSERVE! SHARE! PLAY SQUARE! (Speech notes)

Primarily directed at conserving food in wartime, this speech can be adapted to the local food situation, and easily broadened to include emphasis on other phases of the Food Fights for Freedom campaign which seem to need additional push in speeches for your community.

3. FOOD FIGHTS FOR FREEDOM (Speech)

This is a complete body of a speech which emphasizes the over-all food program, with final stress on holding the nutritional line. It contains "local notes" for local adaptations. The beginning or introduction, to get attention and relate the speech to the Food Fights for Freedom campaign, is left completely open to local adaptation, because local conditions will vary widely between communities.

B. Short Speeches.

1. FOOD SAVED WILL HELP WIN THE WAR. (Notes)

Notes for a three-minute speech on food conservation; the opening and closing is left open to be adapted to local food conditions, the local audience, and the special occasion.

2. FOOD FIGHTS FOR FREEDOM. (Speech)

Copy for a short speech, requiring local adaptation, and emphasizing nutrition, for special occasions requiring such a speech.

3. PULL YOUR BELTS TIGHTER FOR VICTORY! (Outline)

Copy for a short speech, requiring local adaptation, and emphasizing the home front food job as victory approaches.

4. EAT THE FOODS WE HAVE.

This speech emphasizes the need of eating new foods in local abundance in order to set aside for the armed forces the other foods they need to maintain the "fighting edge." It requires local adaptation with reference to specific local foods.

5. FOOD CAN SHORTEN THE WAR. (Outline)

This speech emphasizes the relation of food production, conservation, and sacrifice to winning the war.

C. HOW TO USE THESE SPEECH OUTLINES

1. Adapt the speech freely to the particular occasion. Use whatever parts will lead to the desired action from the audience -- (i. e., to participation in community projects, and the other eight food actions urged in the Food Fights for Freedom campaign).
2. Supplement the material of the outline with:
 - a. Local food facts.
 - b. Local illustration and incidents.
 - c. Further facts from the Information Program booklet.
3. For the most part, you might build your speech around the following formula:
 - a. First, get interest in the action desired.
 - b. State the idea of your speech in a slogan -- a single, clear, unforgettable sentence.
 - c. Give most of the speech to illustrations of:
 - (1) The need for food to help win the war, and how food helps.
 - (2) What the audience can do to add to the food supply in your community.
 - d. Appeal for action; ask your audience to enlist in this Fight for Freedom; summarize what they can do.
4. It will be more effective if you do not merely give part of the food picture: emphasize different phases -- Conserve, Produce, Share, and Play Square -- as the audience or community needs it, but at least review the nine food actions which every consumer can take. (Page 40, in booklet)

Longer Speech No. 1. PUT THE WAR FIRST -- WITH FOOD.

(Note: This speech requires a local introduction which will adapt the material to the community situation and the particular campaign objectives.)

I. No matter how much food our farmers produce, for the rest of this war, our country will always need more.

A. With every new invasion, victory and occupation, the need to send food abroad will increase.

1. With every victory more of our fighting men must go abroad to serve in many foreign lands, and more food must go to them.

a. For every man serving abroad, a nine-month food supply must be set aside and shipped, as compared to the three-month supply for each man stationed in this country.

2. As the war goes on, more and more of our food must go abroad to feed starving men, women and children in Europe and elsewhere -- to all peoples liberated from the Axis yoke, until they can restore their own food production as rapidly as we can help them do so.

a. Our food is now a psychological weapon helping us to Victory.

(1) Knowledge that they will have food encourages people in occupied countries to throw off the Axis yoke.

B. There is no such thing as enough food in a war like this one.

1. Demands for our food are ever-increasing and will continue to exceed our supply.

a. This is true despite the greatest food production in the history of the world.

(1) This is true even though our farmers in 1943 are breaking food production records for the seventh year in a row, and even if they exceed all goals in 1944.

b. In 1942, about 7.5% of our food production was allotted to our armed forces; in 1943, this figure will be about twice that much.

c. Food for our Allies is increasing through Lend-Lease.

(1) In 1941, it was two percent of our food production.

(2) In 1942, six percent.

(3) In 1943, ten percent, provided the basic needs of our armed forces and civilians can first be met.

(Over)

II. Our first home front job on food is to see to it that our people at home have all the food they need for strength and health.

A. No food is sent by Lend-Lease to our Allies until we are very sure that the American people will have the food they need.

i. The amount set aside for U. S. civilians will not be allowed to go below essential requirements. In 1943, food reserved for civilians equalled the average consumption of the 1935-39 years.

B. This job can not be done by the government -- it can only be done by you.

1. You can save food, for example.

a. Do you know how much food we waste in our homes in one day in this country? --75 million pounds!

- (1) We waste about 15 percent of all the food we buy.
- (2) Do you know how much food is taken away from each of you by waste each year? 225 pounds of good edible food -- wasted!

b. If each American family would save just one slice of bread each week -- and we actually waste far more than that in the home -- do you know how much bread that amounts to? -- It amounts to the grand total of 100 million loaves of bread a year -- wasted!

c. If we can cut our food waste in half, it will add as much as we are sending our Allies this year.

2. Here's another thing you can do. You can get out in your back-yard or in the community garden and help produce food, or you can go to the community canning center and save more food from going to waste, by canning everything that isn't eaten fresh. You can do that without it costing you one point in ration stamps.

3. And you can help do the food job by putting the war first -- putting the war first over your convenience -- putting the war first over the short rationed foods you would like to have and taking the abundant foods which are necessary for your health and strength -- putting the war first by sharing your food through rationing -- and putting the war first by playing square with your neighbor, keeping the Home Front Pledge.

(More)

C. We Americans can do this job.

1. We have to do it to protect the health and strength of our families, particularly our children.
 - a. For every victory we applaud, we have temporarily less food to waste at home -- for every country we liberate, we have more need to save food, preserve food, produce food, share food, the more need to play square.
2. We must hold the nutritional line of the food front -- not all the foods we like to have, nor exactly the kinds we like best -- but we must give our families all the foods they need for health and strength.
3. We must work at this job all the time -- we can not let down for one day, not for one minute.
 - a. One month of bad weather, and we may have too little food.
 - b. Let one region go bad, and we may be short on fruit, while long on wheat; we may be long on potatoes, while short on peaches. Some people in one section will have less while others have more, due to transportation and storage difficulties.
 - c. No matter what we do, we are bound to have less than we'd like of some of the food we like to eat -- meat, fats, oils, milk, canned foods -- these foods having energy, vitamin and mineral values must go to our fighting men first -- to give them the edge for victory.
 - (1) We can cheerfully eat as a wartime duty the other foods that we can get at home -- fresh perishable foods -- to protect our health and energy, to keep up our own working and fighting edge.
 - (2) The food is here -- new kinds of food to you, maybe -- but all you have to do is to learn how to cook and eat it.
 - (a) Compare that job with laying down your life at Bataan! or fighting in Europe or Asia.

(Over)

- d. If the amount of food raised in victory gardens and the amount canned at home--which we count on for our food supply--falls below our expectation, then there will be less food available to you and me, at home.

- (1) There is only so much food to go around--and as the war goes on, there will be less and less, unless we all of us get in and pitch to produce, and save, and preserve, and share more of our food.

III. Here is the emblem for victory in this home front battle for Food.

(Show emblem)

Produce! Conserve! Share! Play Square!

That's all you are asked to do.

Produce, conserve, share and play square!

That's all we need to do to Make Food Fight for Freedom, and do our part to help our boys shorten this war, to save lives, and to win a lasting peace.

We want every person in this town 100 percent with us in this battle. Let's put the war first, and win the peace with FOOD.

Longer Speech No. 2. PRODUCE! CONSERVE! SHARE! PLAY SQUARE!

(Notes for a Speech on the Food Situation)

I. Arouse Interest

- A. Enough food is wasted in this country to feed all our armed forces and to fulfill our Lend-Lease pledges.
 - 1. We waste an estimated 20-30 percent of our total food production.
 - 2. In our homes alone we waste 75,000,000 pounds of food a day - 15 percent of all the food bought is wasted.
- B. Two hours in every eight of the work done by our farmers, food processors, and food handlers - 25 percent of their time - is spent to fill up the nation's garbage cans. This is a waste of labor and food that we can better afford to put into the war effort.

II. Tell the Facts

- A. Farmers are producing more food than ever before:
 - 1. There has been an increase every successive year since 1935.
 - 2. A new all-time record has been set every year beginning in 1937.
 - 3. 1943 food production will top the record of 1942, despite a bad spring, floods, and drought.
 - 4. 1942-43 production of food is 50 percent greater than in 1917-18 (World War I.)
- B. Increased civilian purchasing power is taking more food. (We have never eaten more food in our history, per capita, than during the past three years.)
 - 1. Soldiers - 10 million of them - eat about 1-1/2 pounds of food per day more than they did as civilians.
 - 2. All the food we can possibly spare is needed for our fighting allies and to feed peoples of liberated countries.
 - 3. These are the reasons why we need food rationing - a device for insuring democratic sharing of our food supplies.
- C. We need more food to help win the war and win the peace:
 - 1. Many times a ton of food may be worth more than a ton of munitions.
 - 2. Every devastated land needs food to help restore the conditions of peace and production.

(Over)

D. Our fastest, cheapest reservoir of extra food lies in what we can save by reducing waste.

1. Production goals for 1944 will be still higher - but there is a limit to what farmers can do with the inevitable shortages of manpower and machinery.
2. Preventable waste is taking 225 pounds of edible food a year from each of us.
3. This food waste amounts to 75,000,000 pounds a day.
 - a. We peel away 24,600,000 bushels of potatoes each year.
 - b. We annually waste enough cabbage to provide the cabbage requirements of two cities the size of Paris and New York.
 - c. Just one slice of bread wasted in each American family each week (and we actually waste far more than that) amounts to 100 million loaves of bread a year.
4. If we can cut our overall food waste of 20 to 30 percent in half, it will increase our total food supplies at least as much as we are sending to our allies this year.

III. Drive For Action -- What You Can Do to Help Make Food Fight For Freedom

- A. Fighting food waste is only one of the ways you can help in this battle to make Food Fight for Freedom.
- B. Food is a battle we can fight all along the line; a job for everybody, and everybody must fight it.
 1. First, we fight to save every ounce of food--avoid waste.
 - a. This is an all day battle every day, in the market, in the restaurant, in the home, -- a battle for every man, woman, and child, to help feed our fighting men.
 2. Second, we can help save our surplus fresh food--by canning and storing it, by home canning and community canning.
 3. The third thing we can fight for is a fair share of food for everybody; we can help make rationing work. You do that by always using your own ration stamps for every point of food you buy; never accept rationed food without giving up ration stamps. That worked in New Orleans and many other communities in our country, and it will work here.
 4. Next we can produce food. On the farm, in our backyards, in Victory Gardens, or by helping out our farmers in harvest seasons, or in canning plants.

(More)

5. Next, we can fight to keep our food costs down. We do that by refusing to pay more than top legal prices. That worked in New Orleans, bringing down their cost of living by 5 percent. It'll work elsewhere.
6. Sixth, we can serve and eat balanced meals, built around the right foods, not just the foods we like to eat, nor all the foods we like to eat, but good wholesome food. You homemakers can learn to cook new kinds of food in new ways to save all the vitamins and minerals that are necessary for health and energy of our families.
7. Next, we can all get used to new kinds of foods--the foods available in this community, the foods which make a good diet for you even if they are not the foods you like to have. With every bite of (some new food used in the locality) that you eat, you are giving to our soldiers the meat and butter, and canned foods that they need to win the war.
8. That seems a lot we can do about food--but that isn't all--
Eighth--help out in some community project:
 - a. What can you do to help the school lunch program?
 - (1) How about helping in preparing meals, serving table, supplying canned food, getting equipment?
 - (2) How about helping to give your children in wartime a well balanced school lunch which they need for proper growth and strength?
 - b. What can you do to help (the local factory) provide a good factory feeding program for war workers?
 - c. What about food conservation? How much food can you save in your home?
 - d. How about Victory Garden programs? Can you help this community get more land for bigger and better gardens? How about a garden school to teach new gardeners? How about helping your neighbor with his garden next year?
 - e. What about recruiting farm labor during the harvest season? Or food plant labor?
 - f. How about the Home Front Pledge Campaign--will you pledge to accept no rationed food without paying over ration stamps and to pay no more than ceiling prices?
9. These are the chief things you can do in this Food Fights for Freedom campaign--if we are to win this war quicker, and save more lives.

(Page 4 of PRODUCE! CONSERVE! SHARE! PLAY SQUARE!

- a. It's all a matter of placing the war first, and attempting to do something about our food supply. In wartime, food is not just something to eat--it's up to us to help produce it, save it, and share it, or we are not doing our wartime job.
- b. We can not afford to sit back and let other people make all the sacrifices. It's up to us to help make food Fight for Freedom.

Longer Speech No. 3 -- FOOD FIGHTS FOR FREEDOM

I. What Has Been Done

- A. The farmer has done a magnificent job of producing food this year. With a shortage of help - a shortage of machinery - he has set a new all-time record for the seventh year in a row.
- B. Food production in 1943 is about a third greater than the average of the pre-war years 1935-39.
- C. Yet America's 1943 food supply, due to extraordinary demands for food, particularly for certain popular food items, will not equal the demand.

II. Who shares our Food?

- A. Our armed forces
 - B. Our allies, liberated peoples, and friendly neighbors
 - C. All of us civilians
-

A. Our Armed Forces

- 1. Our fighting men have first call upon our food supply.

- a. Food is as necessary to war as ammunition.

- (1) Food is the ammunition that enables the man behind the gun to use that gun in the job he has to do.

- (2) So first, we want to make sure that our fighting men have their full share.

(Local note: You might use here local names and say: "If or (men in service) from our town wanted a meal, we'd turn the pantry inside out for them in a minute, or for any other fighting man. I think they'd want us to have the same sharing spirit for the British Tommies fighting beside them, or for the Russians fighting the Nazis on another front. I think they'd want us to have the same sharing spirit for their families here at home, and other families among us, for we're all fighting the war here on the home front, too.")

B. Allies, Liberated Peoples, and Friendly Neighbors

- 1. The actual fighting is not taking place in America.

- a. Our farms ... our towns ... are not fields of actual combat.

(Over)

- b. We can still go about the business of planting ... of harvesting the foods we need.

(Local note: Such and such a farmer produced; Mrs. canned so much from her Victory Garden this year. She did not have to do that canning, expecting perhaps to be stopped in the middle of the job ... and have to rush to a bomb shelter.)

2. In Russia, -- fields that once produced for Russia's multitudes have long been battlegrounds.
3. In England, docks that once received wheat or flour from Canada, from America, from the vastness of South America and Australia have been bombed -- submarines take their toll of the food still shipped -- and yet the people fight on.
4. Life must be sustained for the liberated people while they are planting their own crops.
 - a. That is what they want to do. -- Plant their own crops, not have us send food any longer than necessary.
 - b. The love of tilling the soil is theirs as it is ours.
 - (1) They want food only until their crops mature --
 - (2) Meanwhile, they want farm implements and seed, so they may produce food for themselves.
 - c. We cannot let them go hungry and expect them to fight beside us.
5. Our territories (Alaska, Puerto Rico, etc.) and our friendly neighbors (mainly Central and South American countries that are with us in this war) also need a small part of our food supply (less than 2 per cent.,) and
 - a. In exchange they send us other things that help us fight.
6. Our allies and the liberated peoples are receiving under lend-lease in 1943 about 10 percent of our food -- compared with $7\frac{1}{2}$ percent in 1942 and 2 percent in 1941.

C. All of Us Civilians

1. There is a job here at home everyone of us can do to help food fight alongside our soldiers for freedom.
 - a. The food we eat ... the food we grow ... the food we save ... the food we share ... will help shorten the war.

(over)

2. You may ask, "How can my food -- a long way from the fighting front -- help shorten the war"?

- a. One answer is that food is not just something to eat --
- (1) it is composed of various elements vital to your best health.
 - (2) Without the right ones, eaten every day, you cannot do your work well.
 - (3) Food builds strong bodies and supplies them with the energy we need to do the extra work of wartimes.

(Local note--if there is a warplant in your community discuss the value of keeping the workers well fed to help meet production schedules.)

- (4) Too, eating the right food prevents ill health. Illness nowadays is a liability to your community, as well as a misfortune; doctors and nurses have gone to war.

(Local note: If local doctors and nurses are serving in the armed forces tell what you can about what they are doing and emphasize that to back them up everyone in the community must take particular care to keep well.)

- (5) There is need for all of us to keep ourselves as strong and healthy as possible to relieve the strain upon the already overtaxed medical resources.

- (6) The plan to follow is easy --

- (a) The government has prepared a chart of the 7 basic foods groups from which you need to eat every day for health.

- | | |
|-------------|--|
| Group One | - GREEN AND YELLOW VEGETABLES
(some raw, some cooked,
frozen or canned) |
| Group Two | - ORANGES, TOMATOES, GRAPEFRUIT
(or raw cabbage or salad greens) |
| Group Three | - POTATOES AND OTHER VEGETABLES
AND FRUITS
(raw, dried, cooked, frozen
or canned) |
| Group Four | - MILK AND MILK PRODUCTS
(fluid, evaporated, dried milk,
or cheese) |

(over)

(Page 4 of Food Fights for Freedom)

- Group Five - MEAT POULTRY, FISH, OR EGGS
 (or dried beans, peas, nuts, or
 peanut butter)
- Group Six - BREAD, FLOUR, AND CEREALS
 (natural whole grain - or en-
 riched or restored)
- Group Seven - BUTTER AND FORTIFIED MARGARINE
 (with added Vitamin A)

(7) These are the foods that nutritionists say we should eat every day.

(8) And, if because of the war, some of the foods on that list are not in the local market, there are alternate foods you may use for the ones listed that are temporarily not available in your market.

(a) See your local Food Information Committee Chairman.

III. Eat The Right Foods Is One Way You Can Help Win The War With Food --

There are 8 other ways. (Close with a general review of the nine ways consumers can help make food fight for freedom. See ending III, for the long speech No. 2, or No. 1.) (See also page 40 in Food Fights for Freedom Program booklet.)

IV. If each family in _____ (name of town) does its part -- and each family in every other town does its part -- across America will be an army of more than thirty million families banded together to help food fight for freedom.

A. A formidable army for any country--enough to win the battle for food.

B. Let's all enlist as Food Fighters for Freedom!

Short Speech No. 1 FOOD SAVED WILL HELP WIN THE WAR

(Notes for a three-minute speech; the following points can be adapted to local conditions for a short speech on food conservation.)

- I. We, Americans waste in our homes alone a total of 75,000,000 pounds of food a day.
 - A. Based on actual measurement and analysis of garbage, the War Food Administration estimates a wastage by consumers of 225 pounds of edible food per capita each year, or $3/5$ of a pound daily for each of us.
- II. Most of this food waste is hidden or appears to be insignificant.
 - A. It is wasted in bits and driblets, rather than in pounds and bushels - it is peeled, boiled, trimmed away. It consists of:
 1. Outer leaves, peelings, and tops of vegetables;
 2. Dabs of butter and other fats washed down the sink;
 3. Left-overs, which often rest briefly in the refrigerator as a way station on the road to the garbage can; and
 4. Portions of food left on our plates.
- III. We can all save food by adjusting our eating habits to the war - by learning what to buy in place of some of our favorite foods which are scarce - by taking no more than we can eat and eating all we take - by reminding ourselves, "Food is a weapon of war--why throw it away?"
- IV. Saving food is one way to make Food Fight for Freedom - there are at least 8 other ways. (Here you may list or review the 9 consumer actions listed on page 40 of the "Food Fights for Freedom" information program booklet.)
 - A. There is only so much food to go around--unless we all of us get in and pitch to produce, and save, and preserve and share more of our food -- it won't do its full part as a weapon for victory.
 - B. Here is the emblem for Victory in this home front battle for Food.

Look at it! (Show emblem.)
Produce! Conserve! Share! Play Square!
That's all you are asked to do.
Produce, conserve, share and play square!
That's all we need to do to Make Food Fight for Freedom, and do our part to help our boys shorten this war, to save lives, and to secure a lasting peace.

We want every person in this town 100 percent with us in this battle. Let's put the war first, and win the peace with Food.

Short Speech No. 2 FOOD FIGHTS FOR FREEDOM

(A short speech for local adaptation.)

- I. Would you like to go to your office or store or shop in the morning, knowing that across your desk there would be a deadly enemy - ready - waiting - intent upon killing you?
 - A. Knowing that all your working day and most of your night this enemy would be waiting - ready to kill you - not only ready - but trying - with all his might - using every trick and ruse to find an unprotected spot!
 - B. You might get a little nervous, and want your friends around to help you -- or, send out a hurry call -- and expect them to back you up.
 - C. Maybe that's just how our boys in the front lines feel.
 - D. It's a sure bet they'll feel better if they know we are backing them up.
- II. There's not a one of us who wouldn't be glad to add some extra ammunition to the clip the fighting soldier carries at his belt.
 - A. Every man, woman and child wants to be able to do something - something vital and direct -- to help that fighting soldier.
 - B. Well, there is a job you can do - every one of you.
 1. Young or old, busy or only partly busy you can help.
 2. For you can shorten the war with food.
- III. Food fights for freedom.
 - A. Whether you farm, or whether you cook -- or whether you work at a machine and just eat the food other people grow and prepare -- you can help food fight alongside our soldiers for freedom.
 - B. The food you eat - the food you grow - the food you save - the food you share -- help shorten the war.
 1. Shorten the war and you save lives.
- IV. Food is not just something to eat.
 - A. It is composed of various elements, and certain of those elements are vital to your best health.
 1. Without the right ones, eaten every day, you cannot do your work well - and you may become a liability to your community.
 - a. Doctors and nurses have gone to war.

(over)

B. So first all of us can help by eating - every day - the foods that will keep us full of abundant vitality - ready to do our job whatever it is.

1. The plan to follow is easy --

a. The government has prepared a chart of the 7 basic food groups from which you need to eat every day for health.

b. You can find out what these foods are by _____
(name local source).

C. Because of the war, you may not always find the foods that you like best in the market.

1. To be sure that you are providing yourself and your family with the food values necessary for abundant health you should know which foods to buy instead of those which are scarce. (Cite local source for this information.)

. Eating the right foods is not the only way to help make food fight for freedom -- there are at least 8 other ways. (Here review the nine consumer actions listed on page 40 of the Food Fights for Freedom Information Program booklet.)

. If we help in as many ways as possible, we will shorten the war, save lives, and bring our boys and girls home to our families sooner.

A. Extra food produced or saved at home means more food that goes abroad to fight.

Short Speech No. 3 PULL YOUR BELTS TIGHTER FOR VICTORY!

- I. Victory and more victory in this war does not mean more food for you and me. It means exactly the opposite -- a greater drain upon our food supply. No matter how much food our farmers produce, for the rest of this war, our country will always need more.
 - A. With every new invasion, victory and occupation, more of our fighting men must go abroad to serve in many foreign lands, and more food must go to them.
 1. A soldier eats about $1\frac{1}{2}$ pounds more food per day than the average civilian.
 2. For every man serving abroad, a 9 month food supply must be set aside and shipped, as compared to the 3 month supply for each man stationed in this country.
 - B. As the war goes on, more and more of our food must go abroad to feed hunger-weakened men, women and children in Europe and Asia-- to all peoples liberated from the Axis yoke -- until they can restore their own production.
 1. Our food is now a psychological weapon helping us to Victory. Knowledge that they will have food encourages people in occupied countries to help throw off the Axis yoke.
- II. (Following this introduction, include whatever portions of the longer speeches, Speech No. 1 for example, fit the audience and speech situation.)

Short Speech No. 4. * EAT THE FOODS WE HAVE

(This speech emphasizes the need of eating new foods in local abundance in order to set aside for the armed forces the other foods they need to maintain the "fighting edge." It requires local adaptation with reference to specific local foods.)

- I. Private citizens everywhere have been looking for ways to help fight for freedom.
 - A. They ask, "Isn't there something I can do? I feel so helpless--if only I could contribute--buying war bonds with all the money I can spare isn't enough--I want to do more."
 - B. Well, there's one way that isn't so dramatic, maybe, but it needs to be done.
 1. That way is Food--the food you eat--the food you grow--the food you save, the food you share.
 2. That food can shorten the war and save lives.
 3. First, of course, in making "Food Fight for Freedom," we want to make sure that our fighting men have all the food they need.
 - a. The meat, fats and oils, milk, and canned foods--foods that have the energy, vitamin and mineral values needed to give our men the "fighting edge," and so end the war the sooner.
 - b. For us this means that we must do everything in our power to produce these foods to send abroad to our armed forces--and it means that we ourselves cannot always expect to have as much of these foods to eat as we would like.
 - (1) We must learn to eat also other foods for health--fresh fruit, fresh vegetables, and other perishables we cannot ship abroad--the foods we have in ample supply right here in _____.
- II. Be very sure that the best scientific brains of Germany have been busy planning the best use of their food supply.
 - A. The Germans know what lack of food did to them in the last war.
 - B. We too can use our food to fight in this war.
 - C. In peace, ours is a land of abundance.
 1. But now, the demand for our food for ourselves, our allies and for strengthening liberated peoples is more than we can fill.

(over)

2. So, here on the home front, we must plan to use the health and energy values of every morsel of our food.
- D. We must use here at home the food that is not easy to ship to the men overseas.
1. The bulky, perishable foods that are not easy to transport...
 2. That cannot be packed into a small space...
 3. The food that requires a longer cooking period than an army on the march has time to give.
 4. Yet food that has the same food values...
- E. Let's eat the foods we have at home and send the other to the front lines to Fight for Freedom.

III. I know it is not always easy to learn to eat a new food.

- A. But you can do it more easily when you know that other foods you once used are out on the battle field fighting for you!
1. That is what happens when you eat the foods we have which contain the same food values as a food we sent abroad to fight for us.
 - a. You are a soldier then, helping food Fight for Freedom.
- B. At the same time, it's our job at home to eat enough good food for the health and energy of our families.

IV. This food problem offers us an opportunity to use the ingenuity for which we Americans are famous.

- A. Each of us can practice good basic nutrition every day--using the local foods which are available--eating foods we never ate before--doing our wartime job.
1. Eat enough food and the right food for health.
- B. Take no more than our fair share of the foods available; send a rightful share to the front lines to fight for us.
1. That's our wartime food job.
- C. War is making ~~changes~~ in our familiar civilian world, but if in the midst of battle a person can exclaim, "Praise the Lord and Pass the Ammunition," here at home we can say "Every Day We Will Make Food Fight for Freedom."

Short Speech No. 5 FOOD CAN SHORTEN THE WAR

I. No one likes war.

- A. Not one of us would deliberately choose to start a war.
- B. We like our jobs, our friends, we like to go home at night to a complete family circle.
- C. This war we did not plan.
- D. We well remember the December day, while listening to the radio after our American Sunday dinner ... we learned that the world war was now ours too ... some of our men already dead.
- E. We did not start this war.
 - 1. But we are going to end it! To end it sooner.

II. This November, America's Thanksgiving month, is a right time for war stock taking.

- A. Time to review quickly what we have done and see how we can make the most of it.
- B. The technical factors of war we can well leave to the Army and Navy.
 - 1. They can handle it.
 - 2. But the job at home is ours, and it can shorten the war.
 - a. There is a way we can do it ... an obvious way ... almost too close to us to see it clearly.

III. However, it is a hard job--

- A. Because it is not a spectacular job.
- B. The job is to use food to Fight for Freedom.
 - 1. Here in America we will be well fed.
 - 2. True, we may not always have the foods we like best, but we can meet all of our nutritional needs, and we won't suffer.
- C. While in other countries, ... countries which love freedom as do we, -- the weapon of the Axis, -- starvation -- is not only a threat.

(over)

1. It is used --

- a. The aged, -- the children, -- the ones whose backs are not strong enough to produce, -- under Hitler's slave-labor system -- are allowed to starve.
- b. When they are dead they do not have to eat the food they are too frail or young to produce.

IV. We, all of us, men, women and children, thinking of that realize, at once, that food is a precious commodity ... a commodity fully as useful in war-winning as munitions.

A. Knowing this, we will plan to use it ... use it to our advantage.

- 1. In Russia, they have been fighting longer than we, using their former bread-basket, the Ukraine, for a battleground.
- 2. In America, our Mississippi Valley and Great Plains still bear their previous harvest load, unmolested.
 - a. The food we send to Russia keeps their soldiers fighting the Nazis.
 - b. Our food Fights for Freedom, there.
- 3. In England, bombs have fallen everywhere.
 - a. The food we send to England now gives the R.A.F. strength to fly load after load of return bombs to Germany.
 - (1) Our food fights for freedom, there.
- 4. In the liberated countries it is the same.
 - a. Our food fights to keep them alive and ready to begin all over again to grow their own food.

B. You see, there is use for our food ... wherever the United Peoples fight.

- 1. Here at home we need food to keep our wheels of production turning.
 - a. Besides the man behind the gun, there must be many a man, ... and woman, ... back of him, making the things he needs.
 - b. They each must be fed so they may produce.

(more)

c. Our children must be fed, fed well, they are the generation of tomorrow and the world will need them strong.

d. We must use our food, ... to sustain us at home, to help our fighters and fighting allies abroad--and their people--and to shorten the war--and bring our fighters home sooner, safe.

V. Using our food to shorten the war means a job every day for every one of us.

A. When we produce food, we must produce all we can.

B. When we choose food, we must choose it to provide for our nutritional needs, whether we use familiar or unfamiliar foods.

C. When we cook food, we must cook it to save all nutritive values.

D. When we share food, we must share it fairly and cheerfully, living up to the rationing and pricing system which provides for fair and equal sharing. These are the ways we can shorten the war.

VI. It is your job, it is my job.

A. It is not an easy job, because it means constant, daily attention to details.

B. But we must give food that attention.

1. We must make food sacrifices.

2. We must eat new foods.

3. We must can more food.

4. We must get out in the garden and work as never before to produce food.

5. We must save and produce all the extra food we can.

C. So that we may make Food Fight for Freedom, shorten the war, save lives, and bring our boys home sooner.

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Reserve

TRAINING GUIDE

FOR USE IN TRAINING LEADERS

FOR HOME VISITS IN THE

FOOD FIGHTS FOR FREEDOM CAMPAIGN

Prepared by the War Food Administration and the Office of Price Administration in cooperation with the Office of Civilian Defense and the Office of War Information.

BASIC PRINCIPLES IN TRAINING

It is essential to the success of any program that those who are to carry it on be adequately trained. That is, they must know the subject of the message thoroughly, know how to go about carrying it to others.

Basic principles in training people to carry out an educational program of this kind are well outlined in the OCD bulletin for the block leader system, "The Neighborhood in Action," and in material issued by the Agricultural Extension Service about training neighborhood leaders.

"The Neighborhood in Action" says: "Each campaign is regularly preceded by instruction in the specifics of the work to be done. . . It consists in explaining the objectives of the campaign and the techniques to be used in gaining these objectives. Thus a good part of any such training period might simply highlight the significant elements in any printed materials which explain the program to the block leader and (with the block leader's help) to the householder.

"Simplicity is characteristic of all well planned training for block leaders. . . In the training process there is a need to use every device that will help create pleasurable interest.

"The objectives of the campaign and the proper methods of achieving those objectives through the block organization should be carefully explained to the block leaders. It is essential also that the leaders should be prepared to answer the questions that will most likely arise during their house-to-house calls on behalf of the campaign. In addition, whatever printed materials they may have to distribute should be explained in minute detail."

The summary of the National Neighborhood Leader Conference says:

"It has already been noted that the training we must give is conditioned by the jobs we assign. This requires job analysis, task by task. The training will vary according to past experience in the State and also must vary according to the educational background of our people. The training program should be geared to the teaching assets and ability of the trainer. It must provide for a continuing flow of material to the neighborhood and community leaders, for they must in each case be better informed than those to whom they bring their findings, if only to be able to answer objections."

TRAINING GUIDE

Purpose and Importance of Home Visits

No job in the campaign is more important than the home-to-home contacts by home interviewers in carrying the Food Fights for Freedom message. Home visiting is the personal part of the campaign. By making face-to-face contacts the message about food and its part in shortening the war and securing the peace will be taken to every home in the community. Full acceptance of individual responsibility in every home should be the emphasis of home visits.

Personal visits are essential in this particular campaign because food is a complicated subject about which people need to have a better understanding. The many questions that different people have in their minds need to be answered individually -- and a personal visit is the surest way to do this.

In terms of simple objectives, the home interviewers should be trained to accomplish the following things:

1. To give knowledge and understanding of important wartime food facts. This can be done primarily through use of the folder, You Can Shorten The War With Food, and by leaving a copy of the Food Quiz.
2. To encourage participation in community food projects already under way. In this connection a copy of a guide to community food projects should be left at each home. A pattern to aid the Food Committee in preparing this local guide is contained in this Tool Kit.
3. To give additional information about particular food subjects where interest has been expressed during the visit. This can be done by leaving copies of selected food leaflets with which leaders may be supplied, such as the National Wartime Nutrition Guide.

Who Does the Training

The block leader system of local Defense Councils has a training officer who may be asked to arrange for training sessions. In rural areas, the county agricultural extension service may be asked to arrange for training neighborhood leaders. If these facilities are lacking, training should be done by people familiar with training for home visits. In any case, those who conduct the training should include people who know the subject matter of the Food Fights for Freedom program thoroughly.

At training sessions there should also be present people who are familiar with the answers to food questions likely to be raised in the home visit -- such as representatives of Nutrition Committees, War Price and Rationing Boards, and agricultural War Boards in rural areas.

General Recommendations

Arrange for clearly defined territories to be covered so each home will be reached.

Allow adequate time for training. This will make certain that leaders know the subject.

Supply materials to the leaders. This material will include a copy of the Food Quiz for each home to be visited, one copy of the leader of the illustrated leaflet, "You Can Shorten the War with Food," copies of the guide to community food projects, and copies of whatever supplementary food leaflets, such as The National Wartime Nutrition Guide, are to be used.

Arrange for demonstrations of a model home visit. Use Food Fights for Freedom materials. Use the Hints for Leaders on back page of this Guide.

Help the interviewers to see the importance of their job -- enthusiasm is of first importance.

Have a member of the training group in headquarters on the days when visits are made. Let the leaders know the training member is there and may be telephoned for further help if necessary. The leaders should report when they have covered their territory.

Arrange for redistribution of materials. Some leaders will have too many, others not enough.

Invite questions from the leaders. Tell them the facts in answer to questions of particular local concern, such as "Why can't I get butter?"

How to Proceed in Training Meeting

- (1) Show slide film if you have it.
- (2) Explain purpose of the Food Fights for Freedom Campaign.
- (3) Distribute materials if already available.
- (4) Tell how to open conversation about this visit.
- (5) Tell how to use the materials, going over each page of each one.
- (6) Tell the canvassers how to meet difficult questions.
- (7) If possible, present demonstration home visit.
- (8) Explain how leaders can get further help such as another session or telephone calls at headquarters, at specified times.
- (9) Urge turning in surplus materials right away.
- (10) Question and answer period.

What the Home Visit Consists Of

- (1) Explaining the purpose of the call.
- (2) Looking at and talking over the illustrated folder, You Can Shorten the War with Food. Show pages slowly. Read copy, but don't go into long explanations. In brief, the emphasis should be as follows:

Front page - Call attention to emblem and the four calls to action.

Pages 1 and 2 - Leader can add personal touch if home has a member, relative, neighbor, or close friend in the armed forces.

Page on Produce - Discuss with household its own accomplishments and possibilities -- Victory Garden, work on farm, work in a food processing plant, etc.

Page on Conserve - Appropriate food leaflets, such as the Wartime Nutrition Guide, may be used in this discussion where interest is shown.

Page on Share - Emphasize that rationing is sharing with fighting men, neighbors and allies.

Page on Play Square - Home Front Pledge is a "Play Square" Pledge.

- (3) Explain and leave the guide to community food projects. Suggest how family may take part in any of food projects. Where interest is shown, explain fully.
- (4) Mention "Kitchen Pin-up" available in retail food stores.
- (5) As the last thing, leave copy of Food Quiz where the family is interested. Suggest trying it on other members of family.

Hints for Leaders

From OCD's bulletin, "The Neighborhood in Action:"

The most important part of a block leader's work is done in talks with his neighbors. Generally this is taken care of in house-to-house calls. In such talks a few families may be slow to see the need for their help in each war drive. But friendly, well-managed calls will soon have the whole neighborhood helping as one team.

Here are 10 hints on how to make these calls get the best results:

1. The most important thing is to know exactly what you are to do, why it must be done, how and where your neighbors can help do it, and when the work starts.
2. Plan beforehand the things you want to say -- how you are going to begin and the questions you want to ask.
3. Before going to a home, try to learn the names of the people living there and enough about their daily routine to prevent such mistakes as making a call when a night worker would be asleep or when a housewife would be hurrying off to shop or do war work.
4. At the beginning of the visit let the neighbor know about you and your work. The neighbor will want to know your name, where you live, what the Block Leader Service is, and your place in it. It helps to leave your name and address on a little slip that she can put in a convenient place like the telephone book.
5. Do not apologize for your visit. It is part of a vital war job approved by your government.
6. Do not "answer back" when a neighbor criticizes the government or insists on making complaints about the war program. Try to find out what the real difficulty is and do what you can to straighten things out. No matter what happens, it is a mistake to get ruffled. You cannot be insulted unless you choose to be.
7. If you are asked any question you cannot answer, simply say that you do not know, but will find out. A note in your notebook will remind you.
8. It is best to assume that everyone is doing what he can to win the war. You may be working many hours as a block leader, but it is a mistake to let this develop into sympathy for yourself. Millions of others are also working hard in the war effort or have relatives in the service, and your neighbor may be one of these.
9. Be sure your visit is handled in such a friendly way that your neighbor will welcome you the next time.
10. From first to last, do not try to boss in any way, or do anything to check up on your neighbor.

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Note to Food Information Committee: This guide outlines programs that may be found in any town or county. Reserve It is suggestive of the sort of guide that you can prepare for your town or county. Names, dates, places used here are, of course, fictitious.)

CALENDAR OF COMMUNITY FOOD PROJECTS

Nature of program	Who sponsors	Where get information	Meeting, exhibit, or other activity		
			Where held	Leader	Dates
Nutrition classes	Nutrition committee	Defense Council Office Mills Building 2nd and Main St.	YWCA - First and Main St.	Mrs. Will Jones	Tues. & Thurs. Nov. 2:00 P.M.
			Presbyterian Church Flower Street	Miss Lulu Betts	Mon. & Wed., Nov. 2:00 P.M.
	Red Cross	Red Cross Headquarters A & 1st St.	Gas and Electric Co. Main St. near Fourth	Miss Amy Zilch	Fri., Nov. & Dec. 2:00 P.M.
"Meal Planning and Preparation in Wartime" classes	Public schools	Board of Edu.	Central High School	Miss Ruth Burns Home Ec. Teacher	Mon. Wed. Fri. Oct. 4 to May 26 7:00 P.M.
"Meal Planning and Preparation" demonstrations	Co. Agric. Extension Service	Home Dem. Agent Office (First Nat'l Bank Bldg.	Tooley Grange Hall	Miss May Simmer Home Dem. Agent	Nov. 6, Dec. 4.
			Mrs. Joe Sturn, Plainville	Meetings are all day beginning at 10:00 A.M.	Nov. 7, Dec. 5
			Mrs. Pete Tane, Fairview		Nov. 8, Dec. 6
			Dend Community Center		Nov. 9, Dec. 7

Nature of program	Who sponsors	Where get information	Meetings, exhibit, or other activity		
			Where held	Leader	Dates
Meeting on "Storage of Victory Garden Products"	Nutrition committee	Defense Council Office Mills Bldg. 2nd and Main St.	City Hall	Mr. Jack Read County Agent and Mrs. Iva Clary State College Professor	Nov. 15 7:00 P.M.
Series of forums, "Planning for Good Nutrition in Our Community"	Public Library	Public Library Maple Street	Club room Maple St. Library	Mrs. E. V. Day, Pres., PTA	Jan. 12, '44 7:30 P.M.
				Dr. P. O. Good	Jan. 19, '44 7:30 P.M.
				Miss Mina Ride Health Dept. Nutritionist	Jan. 26, '44 7:30 P.M.
Exhibit "Victory Garden Achievements"	Public Library	Public Library Maple Street	Lobby		Throughout Nov.
Child feeding for children of working mothers	PTA	Board of Edu. (Miss Jane Bird Home Ec. Supervisor)	Public Schools No. 1 - Maple St. No. 2 - Elm St.	Miss Jane Bird Home Ec. Supervisor	Daily 7:00 - 9:00 A.M. 11:00-1:00 A.M. P.M. 4:00-6:30 P.M.
Food Price Control Institute	Consumer Committee	Consumer Inf. Center 6th and B St.	Consumer Inf. Center 6th and B St.	Mrs. Hy Hill Community Service Member, War Price and Rationing Board and Mrs. Jay Gould Price Clerk	Nov. 8 2:00 P.M.

Nature of program	Who sponsors	Where get information	Meeting, exhibit, or other activity	
			Where held	Leader
Panel discussion "Play Square With Rationing"	AAUW	Consumer Inf. Center	High School Auditorium	Panel Mr. Jim Barnes (District Rationing Officer) Mrs. Dick Gill (AAUW Social Studies Chairman) Mr. Bert Sill (War Price and Rationing Board) Mr. Bill Sykes (Pres., Retail Grocers Assn.) Mrs. Anna Weld (Social Welfare Worker)
				Nov. 20 8:00 P.M.
"Meet Your Price Panel" A play and a discussion meeting	League of Women Voters	Consumer Inf. Center	City Hall	Mrs. Joe Malone (Chairman) Price Panel
				Nov. 30 8:00 P.M.
Meeting, "Protect Your Wages by Supporting Price Control"	Local Unions	CIO Headquarters 212 Lake St. AF of L Headquarters 110 Ocean St.	City Hall	Mr. Victor Wynn (Labor Economist)
				Nov. 17 7:30 P.M.
Price control and rationing information	Office of Price Administration	War Price and Rationing Board		Daily for the duration



YOUR NEWSPAPERS AND "FOOD FIGHTS FOR FREEDOM"

In this part of the kit are aids for working with your local newspaper in the Food Fights for Freedom program. The items are:

1. Some general suggestions and news slants to consider.
2. Some "pattern" stories, NOT to be used as they are, but to help you shape up your local news about the program.
3. Newspaper "mats" of the Food Fights for Freedom emblem in three sizes. From these, "cuts" can be cast for printing. While your newspaper probably has received such mats through its sources, you may find cases to use them, or may want to print the emblem on other material.

NOTE: For your information, a "proof book" showing advertising material for sponsorship by local merchants in support of the Food Fights for Freedom program will be furnished to newspapers through their own sources. You will be especially interested in one ad in the proof book on the work of your Citizens' Food Information Committee. You may wish to discuss this with your publisher, or his advertising manager.

GENERAL SUGGESTIONS FOR PRESS ACTIVITY

When phoning the editor, or reporting the basic facts to him in person or by mail, have the basic facts at hand: Who, why, where, when, how.

If you are inexperienced at writing, it might be best to place all of the basic facts neatly on a sheet of paper, and let the editor do the assembling.

Some suggested "pattern" stories are enclosed, NOT with the idea you will use them as they are, but that they indicate what you might do.

In submitting written material: Keep your material CONCISE. Editors are crowded for space. Keep material on one page, if possible, but if it runs over, in no case write on the back side of a page. Double or triple-space your typewritten material. Leave ample margins and plenty of space at the top of Page 1. NOTE: Pattern stories in this kit, since NOT intended for use without adaptation, are single spaced.

Just give the facts to the editor; he will be smart enough to weigh their worth. Offer him your services and material, and let him do the job of coordinating. In other words, after presenting your project clearly, keep out from underfoot.

A preliminary phone call to the editor might be advisable in many cases, rather than walking in on him "cold" and deluging him with material.

NEWS SLANTS TO CONSIDER

In the first place, the two pamphlets on the Food Fights for Freedom campaign, "Information Program" and "Mobilization Guide" contain an almost exhaustive number of topics around which news stories can be built.

In amplifying the pamphlets, however, we offer these suggestions:

1. When the committee meets to lay the groundwork for the campaign, be sure to report that meeting to the newspaper people. (You have been provided with a sample "pattern" story). All subsequent steps in the campaign should likewise be reported such as proclamation, downtown exhibits, etc.
2. A leader who has visited many homes might talk with a reporter and thereby fashion a story. Discretion should be used in mentioning names of those visited.
3. Somebody from the committee might go to the library and compile a list of appropriate books.
4. You might gather some sample well-balanced meals which ingenious housewives have concocted since the "belt tightening" period started.
5. Some specific Victory Gardening results would undoubtedly make good reading.
6. Compare a Victory menu with a pre-war menu, and show that it's just as healthful.
7. Get some food "testimonial" slants from visiting Service men and women.
8. A hospital dietician or other Nutrition Committee member could possibly offer some valuable nutrition hints.
9. Might line up a feature story along these lines: Ask a local reporter to take an urban person on a visit to a nearby farm. The story would tell how the city person found out that food doesn't "just happen".
10. Watch the papers for news on rehabilitation of liberated people. There will be angles on rationing and wise use of food facilitating this rehabilitation.
11. Keep a lookout for specific experience stories which apply to any phase of the campaign and turn in the tips to the editors. (Experiences in sharing, balanced meals, etc.)
12. County agents, Home Demonstration Agents, State Agricultural officials, OPA offices, Agricultural Adjustment Agency offices often have good source material on the various aspects of the food situation.

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SAMPLE STORY

FIRST MEETING ANNOUNCED

Groundwork for mobilizing the citizens of (county or city) for special observance of Food for Freedom Month in November was laid (time and place) at a meeting of (list sponsors initiating the campaign, giving their titles).

Preliminary plans for organizing a Citizens' Food Information Committee to head up the program were completed and (time and place) was set for the first meeting of the committee.

Two main goals will be aimed at by the committee in planning the Food Fights for Freedom program, opening with the November observance, according to (name and title) who presided at the preliminary meeting. Goal one is to help every citizen understand the basic facts about wartime food: its production; how it fights with our armed men, our allies, liberated peoples, and on the home front; how food supplies are allocated between these groups and why; how increased purchasing power affects our food supplies; why rationing and price control are essential; how much we waste, where and why we must conserve; and why it's vital to adjust our ways of using food in the light of war needs.

Goal two calls for action by individual citizens to do all in their power to use food as a weapon for winning the war and the peace. This appeal for action is summarized in the campaign slogan: PRODUCE AND CONSERVE, SHARE AND PLAY SQUARE.

Sponsors of the Food Committee expressed confidence that when the attention of local citizens is focused on all the basic facts regarding the food situation, they will redouble their efforts on all sectors of the food front.

While many public spirited groups have long been active in promoting a better understanding of different phases of the food situation it was felt that a single, unified but comprehensive campaign would result in a fuller understanding of the highly complicated but vastly important food situation.

Emphasizing the importance of the role of every citizen in the food strategy of the United Nations, representatives of many different groups in the community have been asked to serve on the Citizens' Food Information Committee. Groups which have been invited to participate include:

(List here the economic groups -- farm, labor, newspapers, radio, etc. and organizations. The more completely all different interests of the community are represented, the better, as the aim is total mobilization on the food front.)

First action of the new Citizens' Food Information Committee at its meeting (time and place) will be to elect a chairman and to start developing a program which will reach into every home in (town or county) to enlist men, women, and children to do all in their power to make food fight for freedom.

SAMPLE STORY
FIRST MEETING HELD

The effort to mobilize citizens of (name and county) in the Food Fights for Freedom program during November swung into gear (time and place of meeting) when the Citizens' Food Information Committee held its first meeting.

(Name and title) was elected chairman of the Committee, which voted to ask Mayor (name) to proclaim the month of November Food for Freedom Month in the town of (name of town) and to invite farmers from the nearby community to participate in the observances, which will include a mass meeting. The plan for this meeting is to have outstanding speakers representing consumers, agriculture, and industry present the basic food facts and rally citizens to do everything in their power on the food front. This is in line with the campaign motto: Produce and Conserve, Share and Play Square, which recognizes that the active cooperation of every citizen is important to the success of America's war food strategy.

A nine-point program of action for citizens was endorsed by the committee as follows:

1. Produce more food of the right kinds, on farms and in Victory Gardens.
2. Conserve food, stop waste.
3. Preserve fresh and perishable foods.
4. Eat the right foods every day for health and strength.
5. Substitute plentiful for scarce foods in your diet.
6. Share through rationing -- by refusing to buy or sell rationed foods without stamps for every point.
7. Help keep food costs down -- by paying or charging no more than legal prices.
8. Take active part in community food projects, and inspire your friends and neighbors to do the same.
9. Put the war's food demand first, and adjust your thinking and habits to wartime conditions.

Recognizing that intelligent action must be based on understanding, the Committee also agreed that a central food information center should be established.

(At this point give location of information center and opening date if arrangements have been made; or an appeal for free office space in a central location if none has been found.)

It is planned to use the proposed Food Information Committee's headquarters as a clearing house for answering questions, supplying information material and obtaining speakers for organizations planning to hold Food Fights for Freedom programs or study meetings.

SAMPLE STORY
HOME VISITS PLANNED

Volunteer workers to help Defence Council block leaders in the Food Fights for Freedom campaign which will get into full swing the first week in November were called for by (name), chairman of the Citizens' Food Information Committee, in a statement issued today.

Housewives, teachers, home economics students and other interested citizens are asked to report (time and place) to discuss plans for visits to each home in (town) with important facts relating to America's food strategy.

A similar meeting for the purpose of reaching farm families in (county) has been called by the County Agent, (name), neighborhood leaders, and _____, particularly asked to attend.

(Note: Delete above paragraph if community is strictly urban.)

"The food problem is so vast that it's hard for ordinarily well-informed citizens to get the whole picture which they need to have to do their full share in fighting the war on the food front," said (name of chairman).

"I haven't any doubt that when citizens of (town or county) are presented with the facts, they will respond 100 percent to the Food Fights for Freedom motto: PRODUCE AND CONSERVE, SHARE AND PLAY SQUARE."

To enable the leaders to present facts about the food situation accurately, they will be given an intensive training course. This will begin at the meeting (same time as in paragraph one) when (name of speaker) will give an overall picture of the food in the war.

It is expected that OCD block leaders will take the initiative in visiting town homes. Neighborhood leaders working with Extension will spark plug the campaign in the county.

(Note: Delete above sentence re neighborhood leaders if community is strictly urban)

Specially invited to attend the Food Fights for Freedom "training course" are representatives of the organizations represented in the Citizens' Food Information Committee. These representatives will be asked to report back to their groups.

SAMPLE STORY
FOOD FOR FREEDOM PROCLAMATION

Mayor (name) proclaimed November as Food for Freedom Month in (town or county) at a meeting of the City Council (time).

This proclamation, underlining the importance of food to the war, was issued on the recommendation of the recently organized Citizens' Food Information Committee.

The proclamation was as follows:

(Insert proclamation here.)

"Though we are just getting under way with our mobilization plans, the splendid interest and cooperative spirit evinced by all groups of the community in really putting over Food for Freedom Month holds great promise for its success," said (name), Chairman of the Food Information Committee.

SAMPLE STORY

CIVIC AND OTHER CLUBS COOPERATE

The first week of Food for Freedom Month began auspiciously with a number of civic trade and business groups planning to feature Food Fights for Freedom facts at their luncheon meetings. Already scheduled are:

(List meetings planned at this point.)

All groups of the community are cooperating splendidly with the efforts of the Citizens' Food Information Committee to mobilize the community 100 percent to do their full share on the food front, according to (name), Chairman of the Citizens' Food Information Committee.

Merchants are cooperating by featuring information which civilians should know about the food situation in their advertisements.

Dramatizing the record of the farmer in breaking food production goals for the seventh consecutive year, there is a graphic window display at (place).

Underlining the importance of the homemaker in the food picture, women's clubs are featuring Food Fights for Freedom programs. For instance,

(Here list meetings scheduled)

Purpose of the home visits, to start soon, is to present to Mr. and Mrs. (name of town) the basic facts on the food situation, an understanding of which is essential to enable every citizen to do his utmost on the food front to speed the day when our soldier boys return.

Young (town) ians will also be presented with an over-all view of the food situation and how they can be good soldiers on the food front.

This will be done through the cooperation of the schools, some of which are planning special programs.

(Here list school activities, which might include essay contests, poster contests, programs in the auditorium, and special Food Fights for Freedom assignments in vocational agriculture, home economics, or current events classes.)

One of the high spots of Food Fights for Freedom observances to come later in the month is a mass meeting. Plans are now progressing to make this meeting a major event in which the whole community will share.

SAMPLE STORY

FARMER SPEAKER ON FOOD FOR FREEDOM

Citizens of (town) can rest assured that farmers in (county or state) and nation will not let them down, (farmer speaker) told members of the Citizens' Food Information Committee at a luncheon meeting (time and place). (Occasion could be farmer-businessmen luncheon or other group).

Although it is too early yet to give final crop figures for 1943, indications are good that total food production for the nation will for the seventh consecutive year break all production records, said (name).

(State or county) farmers have made a good record, too, despite difficulties in the way of production.

(List important crops and production estimates in relation to 1943 goals or 1942 production, taking unusual weather conditions, etc. into account.)

"This record was not achieved without long, hard hours of work on the part of farm families, the women working shoulder to shoulder with the men", said (name).

The speaker pointed out, however, that despite the record-breaking food production, citizens should not expect a relaxation of rationing, or let down in their efforts to make every ounce of food count to the utmost. For the war demands for food are continually mounting. Our government food authorities will see to it, however, that nothing interferes with meeting necessary civilian food requirements.

Not only by helping farmers with the harvest in cases of emergency, but by watching the market pages and buying perishable foods for canning and storage when there are temporary local "surpluses" due to lack of transportation and storage facilities, townspeople can increase the nation's total food supplies. By so doing, they will not only insure their families better eating next year but they will help back our soldiers in fighting the war.

Regarding food production prospects for next year, (name) said that farmers whom he has contacted plan to continue their efforts to produce maximum war crops.

(A statement about 1944 goals, based on latest information available could conclude this release.)

FOOD FOR FREEDOM MASS MEETINGS

A citizens' mass meeting at (time) in (place) will be the high point of this week's observance of Food for Freedom Month in (town or county).

(Name), Chairman of the Citizens' Food Information Committee, will preside at the meeting which will feature well known speakers, including:

(List speakers, indicating group each represents: farmers distributors, consumers, etc.)

Each speaker will outline briefly the special responsibility of the particular group which he represents to fight the war on the food front. This is to the end of dramatizing the importance of every one of the (census figure) residents of (town or county) in making America's food strategy work most effectively.

Further emphasizing that the tremendous job of producing and managing our food supplies to best meet the practically unlimited wartime demands calls for teamwork, representatives of various (list labor, farm, trade, church, etc.) organizations have been invited to sit on the platform and to send delegations to the meeting (time).

In recognition of the splendid production record of farmers of (name) county and the big job that faces them next year, (chairman or mayor) particularly invited farm families to participate in the mass meeting. Because of the shortage of gas and tires, it is suggested that wherever possible neighbors double up on transportation and combine the trip to the mass meeting with doing their marketing.

(Note: Delete above paragraph if strictly urban community.)

For the benefit of those who are unable to attend, the program will be broadcast over (station and time). It is expected that some neighborhoods where transportation difficulties prevent attending the big meeting in (place) will hold their own meetings with groups of friends gathering in homes and "tuning in" on the speeches.

Citizens who have not yet signed the Home Front Pledge will have an opportunity to do so at a booth (place at or near meeting). The Food Information Center at (location) will also be open before and after the meeting to answer inquiries, supply information material, and take requests for speakers in connection with the Food Fights for Freedom meetings which various groups plan to hold later in the month.

SAMPLE OF POSSIBLE FEATURE ON HOME VISIT EXPERIENCES

Anybody who thinks the citizens of (town or county) are indifferent or apathetic about the wartime food situation and their individual responsibility to aid in America's food strategy should go ringing door bells for an hour or two with one of the volunteer leaders who are making home visits in the Food Fights for Freedom program.

This is the opinion of (name), who heads up this activity which is being conducted under the auspices of the Citizens' Food Information Committee.

"Until I talked with you I didn't see why I shouldn't have any food I wanted, if I had the money to buy it and was willing to pay for it," confessed a housewife in a well-to-do neighborhood.

"But thinking of poor children who might have to go without because I have more than my share well, I wouldn't want that. As long as we're getting plenty for health, I guess I shouldn't complain if I have to spend more time marketing and planning my meals.

"And when I think of the food supplies that go to our Allies under Lend-Lease in the terms of lives of American boys saved, I don't begrudge the Russians a little butter or the British some powdered eggs."

Interviewers who worked in the business district or contacted neighborhood storekeepers reported that businessmen generally are aware of the importance of teamwork in making Food Fight for Freedom.

Several merchants pointed out that unless customers cooperate in their endeavors to make rationing and price ceilings work, they make it doubly hard for the honest storekeeper. For anyone who pays more than the ceiling price or accepts scarce food without ration points, is thereby diverting food supplies into the black market. That makes it difficult for the merchant who sells at the ceiling price and will not have black market dealings to get the goods he needs to stay in business.

Determination of (county) farmers to continue doing everything to increase food production impressed leaders who visited farm homes. Many farmers expressed appreciation for the help they had received from the townspeople in harvesting their crops and warned, "We're probably going to need more help next year."

(Delete above paragraph if strictly urban community)



INTRODUCING

The Citizens' Food Information Committee of

INSERT NAME OF YOUR CITY HERE

SALUTE your neighbors who have banded together in The Citizens' Food Information Committee to bring you the facts about the food situation. Help them help you serve your country and this community by making Food Fight for Freedom.

For food is the mightiest weapon of them all. Our own boys know it and appreciate what we on the home front are doing to produce more of it. To save and use every scrap of it. To share our food willingly with them and with each other. And to play fair with food by buying no rationed foods without ration stamps and never paying more than top legal prices.

Watch for announcements of the work of this committee. Its members are your friends and neighbors. They are giving freely of their time, with-

out pay, to help you help speed our boys home. They will show you the part each family can play in making Food Fight for Freedom. Here's what you can do:

1. **PRODUCE FOOD**, where and when you can. Farmers are urged to meet farm goals. City families are urged to plan a bigger Victory Garden, to help out on a farm or in a food processing plant if possible.
2. **CONSERVE FOOD**. Can and preserve food. Cut waste. Stretch your food supply by substituting plentiful for scarce foods. Balance your meals for good nutrition.
3. **SHARE FOOD**. Put the war's food demands first. Share the supplies willingly with your armed forces, your Allies, your neighbors.
4. **PLAY SQUARE WITH FOOD**. Accept no rationed foods without giving up ration stamps. Pay no more than top legal prices under any circumstances.

Members of the Committee

(Insert in this box names and affiliations of members of your local Citizens' Food Information Committee. (Use photos of some if desirable.) Get list from your local Nutrition Committee Chairman, your War Price and Rationing Board Chairman or Director of your local Civilian Defense Council.)

Support and Encourage your Citizens' Food Information Committee

SPONSOR'S NAME AND ADDRESS



